MAY 12, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

QUITE BLUNTLY

WOR GIVES YOU MORE FOR YOUR MONEY IN QUICK SALES IMPACT!

LET'S MAKE IT PLAIN, hard and clear: Radio advertising does not have to be thought of in four, five or six figures.

In these days of high costs and pared budgets, you, too, can be one of hundreds of WOR sponsors who are selling hairpins and nail polish and snoods and canned soup for less than it costs to buy a quarter-page big city newspaper ad.

That's so. Look . . .

For the small sum of $500, American, WOR will expose your message, at one daytime period, to 497,461 homes with radios. That, dear sir, brings your cost-per-home to about 1/10 of a cent!

Does this sort of thing boost sales? Listen—A New York man had a good product to sell. He bought time on WOR. For every $1.00 he spent, $5.00 came back to him. Nice work, eh? WOR can do that for you, too.

If you want more sales, more dealers; if you want to start things humming in 16 great cities of more than 100,000 people each in 7 states, use WOR.

As of today more than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's *got* to pay through the cash register, or else.

Let's show you how we do it.

Our address is: **WOR-- that power-full station at 1440 Broadway, in New York**

mutual

This is the
WELSH FAMILY
of McLean County, Illinois

The Welsh family. Standing, Ralph, David and Marion. Seated, 9-year-old Lois, Mother Welsh and Marion's wife, Alice.

Ralph Welsh feeding some recently purchased Hereford cattle.

Six hundred forty acres of McLean County soil are tilled by the Welsh Brothers, with 300 acres in corn that packs the big 10,000-bushel crib. The Welshs buy feed cattle, like the Herefords shown here, selling 40 head last year, as well as 100 hogs. They also grow oats, soybeans and hay, with considerable pastureland.

Buying and selling livestock, the Welsh family especially appreciates WLS market reports and tunes them in daily. Influence of Dinner Bell Time and other WLS farm information programs is shown in modern methods on the Welsh farm—using hybrid corn for increased yields, supplementing feed grains with minerals, feeding the soil to put back what big corn crops take out.

As the Welshs say, "Dinner Bell on WLS helps us in our farming business, through the depression years and the good, through wet and dry years, through chinch bugs and corn borers. You helped us each time to handle the situation.... There is something new and helpful every day."

Farming is a family business and the Welsh "corporation" is headed by Mother Welsh; there are two unmarried sons, Ralph and David; and Marion, whose wife and 9-year-old daughter complete the family in the big stone-block house near Gridley, Illinois.

These are the kind of folks we have focussed our microphones on for 23 years ... family- and home-folks who write us a million letters a year to show they like the service and entertainment we broadcast *for them*. Such service has won their loyalty... loyal listeners are the best possible guarantee of advertising results.

WLS
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager
CHICAGO 7

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair & Company. WLS covers intensively 288 counties in Illinois, Indiana, Michigan, Wisconsin and bordering states.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

KPRC
Covers Texas City for the Nation

• It is catastrophe. This city—once a sunny center of gulf-side trade—is now a shambles.

Lightning-like, Radio did its greatest service in the first agonizing hours of disaster. KPRC's on-the-spot crew (headed by news chief Pat Flaherty, former NBC correspondent who covered the Philippine invasion) relayed the calls for help that were brought to its microphone.

But today Texas City is coming back!

Already new construction rises from the ashes. Thanks to its own fighting heart ...and America's ready rallying to its own.

Texas City is coming back!

CONGRATULATIONS ON SUPERB JOB TEXAS CITY STORY PLEASE CONVEY HEARTIEST THANKS TO PAT FLAHERTY AND REST OF KPRC STAFF WHO ENABLED NBC KEEP FIRST PLACE THROUGHOUT

BILL BROOKS NATIONAL BROADCASTING NG.

KPRC

First in news

First in Hooper Rating

First in BMB Rating

FIRST IN THE NUMBER ONE MARKET IN THE SOUTH

Speedy, accurate, top-flight news coverage of Texas City was no accident.

The KPRC news department, headed by Pat Flaherty, is composed of five full-time, experienced newsmen, who make metropolitan Houston their daily beat. The KPRC news department also has its own reporters covering Beaumont, Port Arthur, Austin and Washington.

Moreover, KPRC is the *only radio station in Texas* powered with *all* the newspaper-wire facilities of Associated Press.

... All adding up to a top news job every day.

KPRC

NBC AFFILIATE

HOUSTON, TEXAS

Represented Nationally by Edward Petry & Company

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

MBS PRESIDENT Edgar Kobak, whose world's largest network grows larger almost daily, is now signing 'em before they take air. He reports: "Happy Chandler's station will join Mutual just as soon as it is ready to operate." (FCC on May 1 granted Baseball Commissioner and former Kentucky Senator new station on 590 kc with 1 kw (DA) at Versailles, Ky., his home town.)

AMERICAN TOBACCO Co. reportedly instructed Foote, Cone & Belding, New York, to buy daytime radio show for Lucky Strikes as fourth cigarette account to start daytime radio. Chesterfields has Arthur Godfrey on CBS; Camels sponsoring segment of new *Paul Whiteman Show* on ABC; and Philip Morris sponsoring *Heart's Desire* and *Queen for a Day* on Mutual.

WHILE recommendations of subcommittees of NAB Standards of Practice Committee were strictly hush-hush at NAB Area D meeting, Chicago, good authority has it that, as presented to full committee in New York May 12 it will constitute radio "ten commandments." Radical departure from old code which stressed idealism of broadcasters, new code will constitute at least seven proposals as regards commercial practices, educational programs, childrens' programs, political programs, controversial issues, mystery programs and religious programs.

WITH EXPIRATION of Commissioner Ray C. Wakefield's present FCC term only six weeks away, it was learned authoritively Friday that Republican Senator Knowland of California had joined his colleague, New Deal Democrat Senator Downey, in urging Californian's reappointment for seven-year term. Endorsement not tantamount to nomination but a long stride toward it.

WHITEHALL PHARMACAL Co., New York, reportedly contemplating spot campaign for Viz eye drops through Dancer-Fitzgerald-Sample, New York.

COULD IT BE that CBS, which has never gone outside its own bailiwick for its executives, is having difficulty finding new general manager for WCCO, its Twin City 50,000 watter? Since resignation last month of A. C. Joscelyn, who joined Northwest Linseed Co. as sales vice president, CBS has had stopgap arrangement, with Eugene B. Wilkey Jr. as acting manager. Howard S. Meighan, vice president in charge of owned and operated stations, screening prospects and network for first time may go outside its own fold. Last word was no decision had been reached.

INSIDE on FM production: Daily production rate of current FM receiver manufacturers is approximately 5,000 as against 500 year ago. Annual production rate at end of 1946 was 500,000 units as against production

(*Continued on page 106*)

Upcoming

May 12-13: NAB Standards of Practice Committee, Waldorf-Astoria, New York.

May 13: NAB-ASCAP Joint Negotiating Committee, Waldorf-Astoria, New York.

May 15: Opening session, International Telecommunications Conference, Atlantic City.

May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.

(Other Upcomings page 93)

Bulletins

BASIS of negotiations between networks and Radio Writers Guild on behalf of freelance writers probable within week. Union and network executives met in New York Friday. Another session scheduled May 16. Guild originally sought to bargain for all freelance writers. Whether networks would agree to such blanket representation unknown, but presumably they will decide to negotiate with Guild on behalf of at least certain types of freelancers.

SERIOUS DAMAGE to Rochester's Radio City, future home of WHAM and WHFM-FM, averted Friday after building was set afire during roofing operations. Six companies responded to alarms and limited damage to $200, according to William Fay, vice president of Stromberg-Carlson Co.

Business Briefly

AGENCY APPOINTED ● Gallowhur Chemical Corp., New York (chemical, pharmaceutical products) appoints Booth, Vickery & Schwinn, New York and Baltimore, to handle campaigns for Skol, Puraturf, Puratize, Puratized S-C. Spot campaign for Skol starts May 16, eight weeks on five New York stations, four in Los Angeles, two in San Francisco, two in Philadelphia.

WJZ REVENUE UP ● April national spot revenue of WJZ New York increased 12% over year ago, local revenue up 5%, second highest monthly figure in station's history according to Murray Grabhorn, WJZ manager. Total revenue in April up 9% over April, 1946 and total revenue first quarter of 1947 up 6% over last year, he said.

NEW KYW SPOTS ● New spot accounts at KYW Philadelphia include Washington State Apple Commission (J. Walter Thompson Co.); War Assets Adm. (Al Paul Lefton). Metropolitan Life (Young & Rubicam) started news series, renewed musical clock quarter-hour and announcement series.

ENTERPRISE CAMPAIGN ● Enterprise Productions, New York & Hollywood, will use radio to promote three films released in next four months: "Arch of Triumph," "The Other Love," "Body & Soul." Agency, Donahue & Coe, N. Y.

GULF OIL SHOWS ● Gulf Oil Co. buys two quarter-hours, 12:45-1 p.m. Tuesdays and Thursdays of *Gordon MaCrae Show*, WNBC, New York, for Gulf Spray and Trac. Agency, Young & Rubicam, N. Y.

FCC Orders Hearing on Daytime Skywaves

HEARING on AM daytime skywave—whether it exists and to what extent—ordered by FCC Friday to start June 2.

Meanwhile, Commission "will defer action on all pending appilcations which seek daytime or limited-time operation on U. S. 1-A or 1-B frequencies." These, authorities said, number 181—76 for 1-A's and 105 for 1-B's. Officials said applications already granted—70 on 1-A's and 121 on 1-B's—are not affected. In addition, there are 67 applications and 117 grants for daytime or limited-time use of foreign 1-A's, also not affected.

Hearing will involve formulation of "whatever rules and regulations may be necessary" regarding daytime skywave transmissions.

Date of hearing, to be held before Commission *en banc* "or such members as may be present," is same as that set for resumption of clear channel hearing [BROADCASTING, April 7]. But it seemed certain clear channel resumption will be delayed to July, though probably no later. Clear Channel Broadcasting Service asked Friday for postponement to date "not earlier than Oct. 15" because of recent illness of Louis G. Caldwell, chief counsel, who is recuperating but still confined to home.

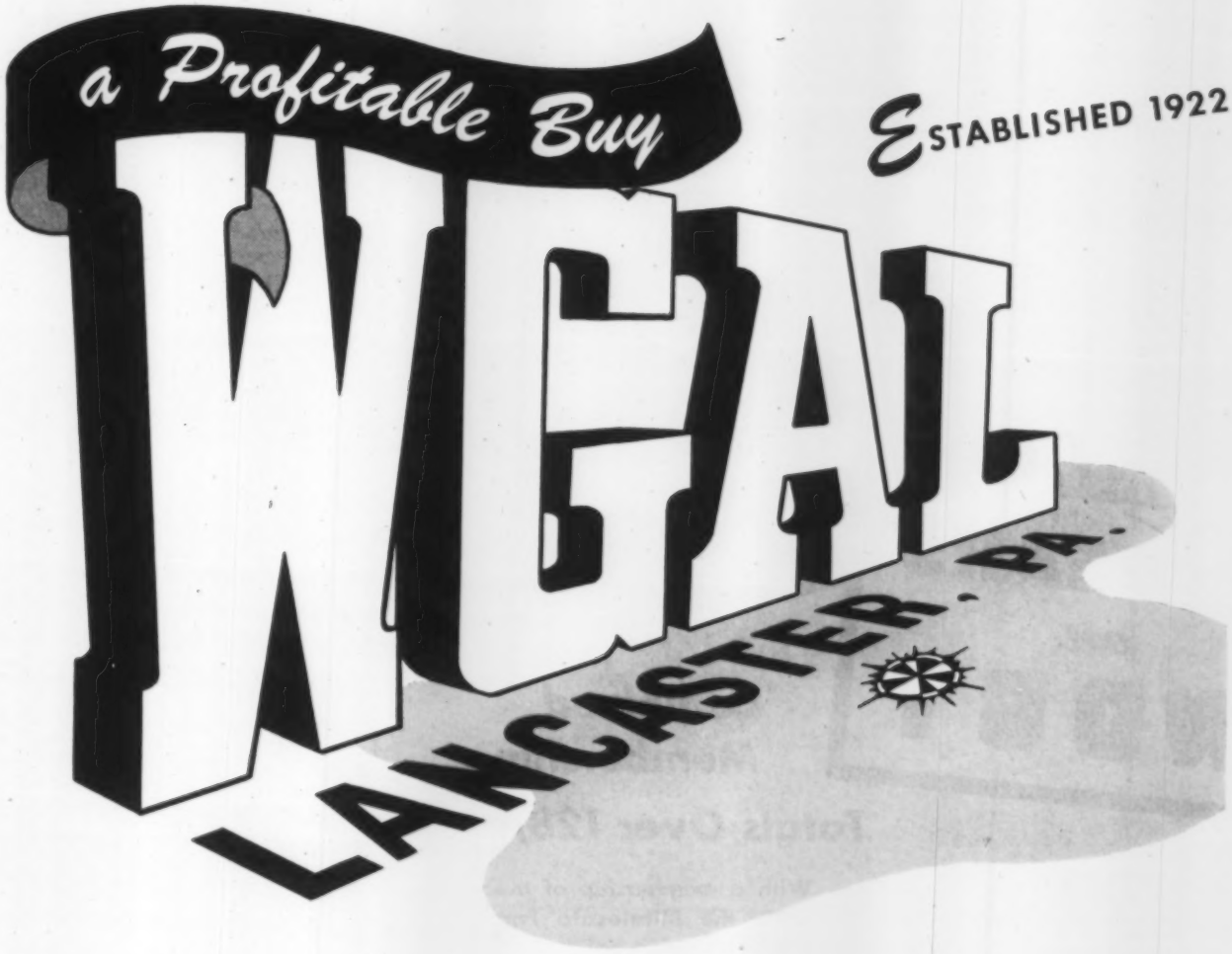
Whether CCBS would also seek postponement of skywave hearing not known. But since proceeding will be largely technical, with John H. DeWitt Jr., CCBS engineering supervisor, due to present case-in-chief, it was thought likely June 2 date would be satisfactory.

Existing engineering standards' failure to recognize daytime skywave in any form has been one of the principal grounds on which clear channel stations fought what they regard as indiscriminate licensing of daytimers on clears. Clear stations contend they will receive daytime skywave interference from daytimers on their channels. FCC heretofore replied that clears are not entitled to protection from signals whose existence is not recognized.

Last Friday's change of policy had been expected for several weeks [BROADCASTING, April 21], particularly since U. S. Court of Appeals for D. C. issued stay order against grant to Patrick Joseph Stanton at Philadelphia for 10 kw daytime use of WCKY Cincinnati's 1530 kc 1-B channel [BROADCASTING, April 28].

Change culminated from clear channel stations' continued insistence that daytime skywave does exist, their appeals from daytime

(*Continued on page 106*)



This popular, progressive station reaches a rich industrial and agricultural area. It assures its advertisers profitable returns because of its proved listenership —developed through top flight NBC Network Shows and effectively planned local programs.

A STEINMAN STATION

NBC AFFILIATE

Sales Representative

RADIO ADVERTISING CO.

New York Chicago San Francisco
Los Angeles Hollywood

Celebrating TWIN BIRTHDAYS

CENTRAL CO-OP LIVESTOCK ASSN.

MINNESOTA FARM BUREAU FEDERATION

10 YEARS on WDGY

Combined Membership Totals Over 128,000!

It's a double birthday celebration for the Central Co-operative Livestock Association and the Minnesota Farm Bureau Federation. These two organizations have both been on the air for ten years over WDGY.

The Central Co-operative Livestock Association, one of the Largest livestock selling agencies in the world, serves over 70,000 members and patrons in Minnesota. WDGY broadcasts their *official* livestock news and market reports daily.

With a membership of over 58,000, the Minnesota Farm Bureau Federation has presented the Farm Bureau Program over WDGY for ten years.

West North Central farmers keep tuned to WDGY . . . it means dollars and cents to them. Reach this immensely wealthy agricultural market cheaply and completely over WDGY, the station that gives you "Minnesota and Then Some."

5000 WATTS · 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

STUART STATIONS WDGY KOIL

MELVIN DRAKE
Vice President & Station Mgr.

CHARLES T. STUART
Pres. & Executive Director
Executive Offices, Stuart Bldg., Lincoln, Nebr.

AVERY-KNODEL INC.
National Representatives

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

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ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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® Reg. U. S. Pat. Office

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CBS

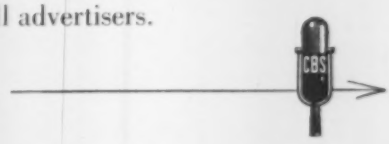
presents the first postwar audit of

RADIO OWNERSHIP AND TOTAL LISTENING

In 1946, the first full year of radio set manufacture for civilian use since the end of the war, U.S. radio manufacturers set an all-time production record.

What happened to these new sets?
How many new radio homes resulted?
What is the effect on total radio listening?
What are the latest facts on multiple set homes?
How much higher is total listening in multiple set homes?
How many sets are now—today—actually in use?

In short, what are the true dimensions of radio today? CBS set out to get the answers early in 1947. Here they are—the results of the largest, most up-to-date survey of radio since the war—new facts of tremendous importance to all advertisers.



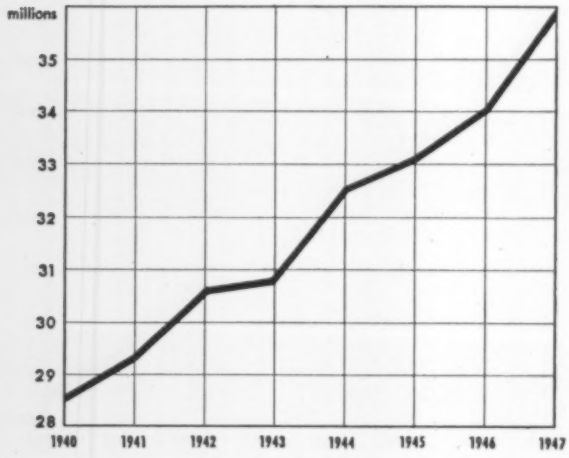
1 Total U.S. radio homes today – 35,900,000 – an all-time peak

The first finding of the new survey is that 35,900,000 U.S. homes now have radio sets in use... an increase of 1,902,000 over the 33,998,000 reported by BMB as of January 1, 1946. In all, the study reveals, America's radio families own and operate a total of 53,500,000 receivers – exclusive of automobile radios.

2 Today, 93% of all U.S. homes have radios in use

The CBS survey counted only sets *actually in operation* as of the first two months of 1947, found that 93 out of every 100 families have radios in use. Accordingly, Columbia believes, this figure is a highly realistic estimate of the total number of families being reached by radio today.

How radio families have grown since the 1940 census is shown in this chart:



3 Multiple set homes – now 1 in 3 – show 89% increase

The number of secondary sets people have bought provides one of the most striking evidences of the public's intense appetite for radio. The new CBS survey shows that today, 9,600,000 U.S. families own *two* sets; 2,400,000 own *three*, and 950,000 own *four or more*. (One Tennessee family visited by the interviewers had a total of 13 sets in operation – four in automobiles and nine in the home.)

Today, in fact, *1 in every 3 U.S. families owns more than one radio*... a gain of 89% in multiple set homes since the last comparable survey, three years ago. The figures:

MULTIPLE SET HOMES

	OCR–1944*	CBS–1947
% of all homes owning 2 radios	14%	25%
% of all homes owning 3 or more radios	4%	9%
Total multiple set homes	18%	34%

**An area sample survey reported by the Office of Civilian Requirements (WPB)*

A further indication of the public's appetite for radio – and one which highlights the companionship which millions of listeners seek and find in radio – comes from analysis of the location of radios in the home. Interviewers found that, while the usual setting for the family radio is the living room, more and more sets are being installed in such important rooms in the family's daily life as bedrooms and the kitchen. The figures:

LOCATION OF NEW SETS IN THE HOME

Location of set	All sets	Sets bought in 1946 only
Living Room	54%	48%
Bedroom	23%	28%
Kitchen	13%	13%
Dining Room	5%	6%
All Other	5%	5%

4 1 in every 5 families bought a new radio in 1946

The new CBS study shows that 20.5% of all U.S. families bought one or more new radios in 1946. Clearly, the extent of these purchases in a single year is extraordinary testimony of the American people's eagerness to buy *new* radios, *better* radios, and *more* radios.

5 Total home sets bought in 1946: 8,500,000

A good part of the sets manufactured in 1946 supplied the normal inventories of dealers, but 8,500,000 – well over half the total production – found their way into U.S. homes before the year was out. (An interesting corroboration of this figure comes from analysis of the Radio Manufacturers' Association data on radios sold last year. Excise

tax figures reported by the RMA indicate a sale of 8,600,-150 home radios in 1946—about 1% higher than the finding of the CBS survey.)

And, as was always true before the war, radio purchases cut across all economic and geographic lines in rolling up the huge total for 1946. Distribution of set purchases by prosperous, average and poor families showed a remarkably even pattern—as did distribution of set purchases by families in rural and urban areas. The figures:

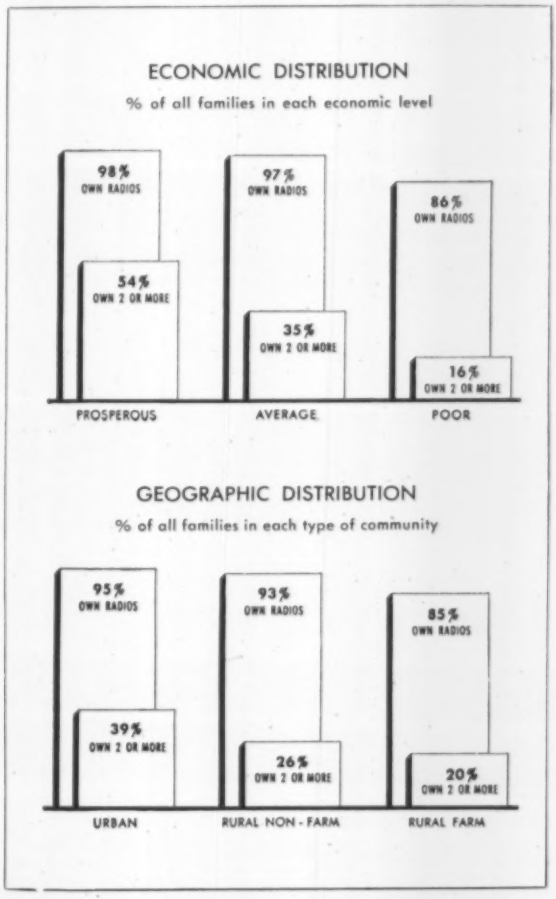
RADIO SET PURCHASES IN 1946

% of all families in each group

	Prosperous	Average	Poor
Bought 1 or more radios in 1946	23%	20%	19%

	Urban	Rural non-farm	Farm
Bought 1 or more radios in 1946	19%	22%	23%

Distribution of set ownership today (including sets bought in 1946) is shown below:



6 Total public outlay for new radios in 1946: $330,000,000

This expenditure, huge as it is, represents only part of the value the public at large placed on radio in 1946. It does not include the cost of repairing the sets that had been out of working order, or the normal electric power costs of operating the nation's radios (the latter item alone usually runs well in excess of $200,000,000 a year).

7 Total radio listening up 4,600,000 hours per day to an all-time peak

To supplement the quantitative data unearthed by the set ownership survey, CBS asked A. C. Nielsen to undertake a special study of his Radio Index data on listening. The resulting figures, applied to the new CBS findings, provide a relatively new concept in radio listening measurement—total family hours of listening per day. They spell out some of the "hidden values" in radio ownership today.

In total listening hours per day, 1946 was ahead of 1945—the year with the highest previous listening—by 4,600,000 hours. The figures:

TOTAL FAMILY HOURS OF LISTENING PER DAY

Jan. 1	Hours
1944	120,300,000
1945	129,100,000
1946	146,200,000
1947	150,800,000

All figures in this table are based on Nielsen Radio Index listening data. Radio family figures used are as of Jan. 1 each year from NAB for 1944 and 1945, from BMB for 1946, and from the new CBS survey for 1947.

THE CBS 1947 RADIO OWNERSHIP SURVEY —WHO MADE IT—HOW IT WAS MADE

The survey was made by the Market Research Company of America in January and early February, 1947. The sample was set up on an area basis according to new procedures developed by the United States Bureau of the Census.

The purpose of area sampling is to give highly precise estimates by permitting interviewers no choice in the selection of respondents. Households are selected by a random procedure and the interviewer must call back where necessary to insure representation of the designated households. The sample areas in which the interviewing is done are also selected by a random procedure. Over 5,000 households were visited in 200 sample communities and rural areas.

The Bureau of the Census developed and now uses this advanced research method. Its advantage is to eliminate sampling inaccuracies in surveys in which precise numerical measurements are desired.

The CBS study is believed to be the first in which the area method has been employed on a large scale by a commercial organization.

What these new facts about radio mean to all advertisers and agencies:

1. *Radio Ownership is at an all-time high*
2. *Multiple Set Ownership is at an all-time high*
3. *Total Radio Listening is at an all-time high*

To long-established radio advertisers, these facts demonstrate anew the solid basis on which their use of radio for promoting goods and services rests today.

To new business enterprises faced with the problems of promoting mass sales, these facts reveal (perhaps for the first time) the striking opportunity which radio offers for reaching and influencing people.

To all elements of the business community, these facts affirm that radio advertising today is a better investment, in terms of sales-per-dollar opportunities, than at any time in its history.

The Columbia Broadcasting System

What station are you listening to, please?

Why WFLA, of course!

In the big and busy Tampa-St. Petersburg market, WFLA is the favorite station of most of the people—all of the time. Month after month, Mr. Hooper says WFLA has more listeners—morning, afternoon and night—in the heart of Florida's richest, most-heavily-populated trade area. To talk to the pocketbooks in this year 'round market, use the 5000-watt voice of WFLA.

WFLA
5000 WATTS DAY AND NIGHT
NBC
The Tampa Tribune Station
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

WHEN BILL BLAKE, of Ronceverte, W. Va., came home from the war with a fistful of decorations and started to build a radio station the whole town (population about 3,000) gave him support.

His station, WRON Ronceverte, a Mutual affiliate, on 1400 kc with 250 w, went on the air last week. And the folks showed again that they're still 100% behind Bill Blake, their war hero, and WRON, their first local outlet.

When authorization to commence operation came through last Monday one of the local telephone operators started calling homes and offices, telling people they'd better listen, because WRON was about to start. In nearby Lewisburg one of Bill Blake's friends—and one of the station's accounts—set up a public address system to spread the news.

The authorization came at 5:53 p. m. Seven minutes later WRON was broadcasting.

Dedication programs were presented yesterday (May 11). In addition to broadcasts from the local studios—which, incidentally, were provided through an arrangement with a sponsor—there were remotes from five neighboring towns which WRON serves: Lewisburg, White Sulphur Springs, Union, Alderson, and Rainelle. Tentative plans also included a remote broadcast by Gov. Clarence W. Meadows from Charleston and transcribed talks by members of West Virginia's Congressional delegation.

Mr. BLAKE

Bill Blake—it's William E. Blake on the construction permit for WRON—brings more than a good war record to radio station operation. Former telegraph editor of the Wheeling *Intelligencer*, he joined WHIS Bluefield in 1940 and gained experience in continuity

(Continued on page 103)

Sellers of Sales

FRIEDA BENDER, a New York timebuyer for Foote, Cone & Belding, is not that rarest of individuals — the New Yorker from New York—but she came within 15 miles of that distinction. She was born in Elizabeth, N. J., in 1920.

Miss Bender's family soon corrected this geographical near miss by moving to New York before she started school. In 1938, fresh out of high school, Frieda joined William Esty & Co. as correspondence clerk. With her foot thus solidly planted on the bottom rung she began a steady climb up the advertising ladder.

Her first promotion came after a short time with the William Esty agency. Soon after, Miss Bender joined the firm's timebuying department as secretary to the department head. In 1943 she joined Foote, Cone & Belding, New York, as an assistant timebuyer and after brief apprenticeship became a full-fledged one.

FRIEDA

Currently Miss Bender and Lillian Selb, head of Foote, Cone & Belding's timebuying department, are engaged in buying radio time for the American Tobacco Co.'s chain break campaign which began April 7 on about 900 stations [BROADCASTING, March 24].

Miss Bender also buys time for RKO Radio Pictures, Hunt Stromberg, General Foods (Instant Postum), N. Y. Central Railroad and Meadow Gold Ice Cream.

Despite her professional preoccupation with other people's time, Miss Bender has enough of her own remaining to indulge in her hobbies of wood and plastics carving, knitting and crocheting. She also fashions many of her own clothes.

An attractive, green-eyed blonde, Miss Bender lives with her mother on Long Island. She is especially fond of music. Her favorite tune? "Time on My Hands," of course.

Remember the story about...

ST. GEORGE AND

THE DRAGON?

That dragon was an old time flame thrower. He breathed-out fumes so poisonous that men who fought him died. Many a brave knight fell by the wayside . . . Then along came St. George.

He killed the dreadful dragon . . . because he knew where to strike.

W-W-D-C has done a similar job for a lot of sales messages that seem to be dying from something poisonous. W-W-D-C knows how to strike out . . . and clear the road. A lot of time buyers have found that out. How about your tough sales problem? Put W-W-D-C to work on it . . . for results.

Keep your eye on WWDC
IN WASHINGTON, D. C.
AM and FM
Represented Nationally by
FORJOE & COMPANY

games? What sponsor could afford to pay a name figure like
Crosby to do such a job? Name the man who could step into a
broadcasting booth cold and do the expert reporting that Bing has
done in his two flings at the job. Der Bingle did the sort of a
job the fans like, good, accurate reporting of the action, frequent re-
peating of the score, the number of men on the bases, the outs,
the high and low and wide and inside pitches, interspersing a back-
ground of intimate chatter about the person
Berle Supplies Comedy
Crosby was flanked by Milton
Berle, well-known comedian, who
was here to do a benefit show last
night. Between the two of them,
they had the listeners on the air
and those close by in stitches.
WWSW
THANKS TO DER BINGLE
'Bing' Croons
Bucs to Victory
Magic Voice Again
Pulls 'Em Through

Pittsburgh had the most exciting opening baseball broadcasts in the country when WWSW began its fifteenth year of play-by-play reports on the Pirates — thanks to Der Bingle.

We always have a new reason to say it — when anything worthwhile happens in Pittsburgh, WWSW moves in. Whether it's special event or sports coverage, WWSW makes news and front page stories. We don't rest on our laurels or nap when a contract is signed. Winning the Variety Showmanship Plaque for sports broadcasts didn't lull us — so when N. W. Ayer & Son evaluated the best promotion of football broadcasts in the country, WWSW was again honored last winter with the first prize cup — even though we have been well established in Pittsburgh with 13 years of football broadcasts. Always first in Pittsburgh, we continue to be the magic carpet for listeners and advertisers — with more listeners per dollar. Ask Forjoe & Co.

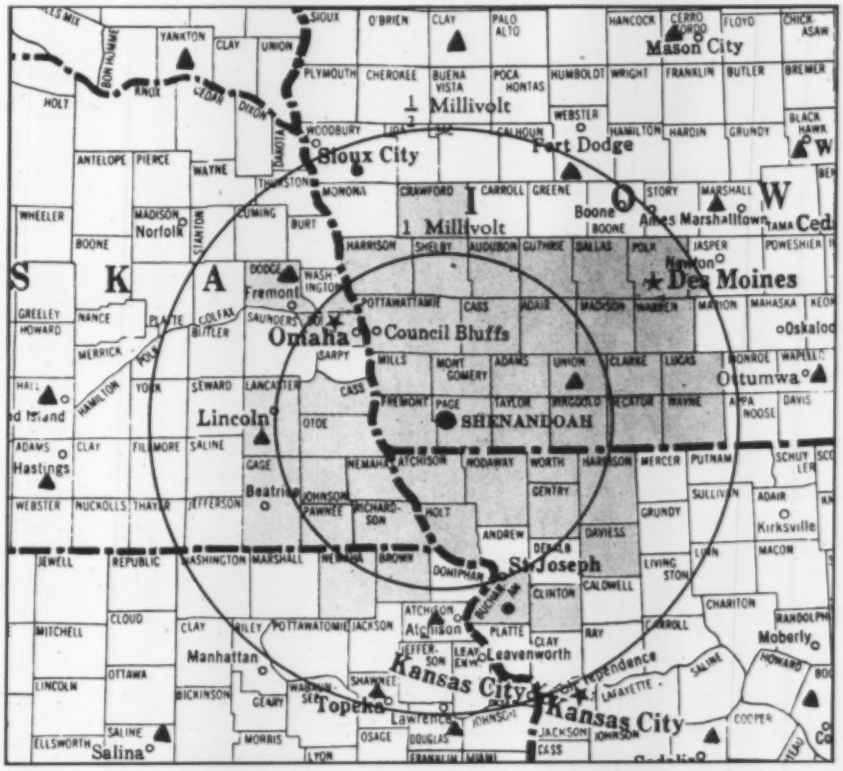
Baseball Broadcasts Co-sponsored by the Atlantic Refining Co. and General Mills, Inc.

WWSW

Pittsburgh's Only 24-Hour, Independent Station
& FM Affiliate WMOT

The Shenandoah Sales Story by KFNF

1126 BUSINESS MEN, LOCATED IN 88 TOWNS, IN 44 COUNTIES, AROUND SHENANDOAH, IOWA SPENT THEIR MONEY TO MAKE THIS MAP POSSIBLE.



(The total area shown—portions of 5 states—contains 39 radio stations—15 of them in the same 44 counties in which these 1126 business men live.)

In a single year (5-1-46—4-30-47) these 1126 people—who know K F N F, and K F N F's audience from personal knowledge and experience—who check their broadcasts and returns on their own radios and cash registers—made this map possible by their purchase of 7,267 commercial ¼ hours of K F N F time, plus hundreds of station break announcements, during the 12 months.

SOME OF THESE 1126 PEOPLE ARE EXPERIENCED TIME BUYERS—MANY ARE NOT—A FEW KNOW NOTHING OF RADIO ADVERTISING EXCEPT THAT IT IS EFFECTIVE—BUT, THERE IS ONE THING THEY ALL KNOW . . .

THEY KNOW THEIR CUSTOMERS HAVE LISTENED TO, AND RESPECTED, KFNF FOR 23 YEARS

If You Want To Sell The Shenandoah Regional Farm Market—K F N F Availabilities Are As Accessible As Your Telephone. Call Frank Stubbs, Shenandoah, Iowa.

NO. 8—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

NATIONWIDE SERVICE!

When we opened our Atlanta Office, nearly ten years ago, one consideration was to save travel. We figured wrong—and we're glad. Currently, Jim Wade, our Atlanta Manager (the gent whose valued visage is vaudevilled above) spends about one-third of his time in traveling to see agencies, advertisers and stations, which is as much as *any* F & P Colonel, in any of our seven offices. But as usual, the result is the *better* service you've probably learned to expect from F & P.

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

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Since May, 1932

NEW YORK: *444 Madison Ave.* | CHICAGO: *180 N. Michigan Ave.* | DETROIT: *Penobscot Bldg.* | FORT WORTH: *406 W. Seventh St.* | ATLANTA: *Palmer Bldg.* | HOLLYWOOD: *6331 Hollywood Blvd.* | SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 32, NO. 19 WASHINGTON, D. C., MAY 12, 1947 $5.00 A YEAR—20c A COPY

Net-AFM Pact Beats Congress Action

N. Y. Local Agrees To 20% Average Increase

JUMPING the gun on restrictive legislation designed to halt coercive union practices, AFM last week negotiated an agreement for new one-year contracts with the four nationwide networks covering musicians employed in the New York key stations. The contracts provide wage increases averaging 20%.

AFM fear of the consequences of an adverse Supreme Court decision on the Lea Act (see story page 92) is also believed to have been a factor in the union's willingness to accept a one-year contract and to yield on the vacation demand. Union officials are known to have expressed concern over their negotiating position should the Supreme Court sustain the Lea Act and should Congress enact a ban on the secondary boycott. The Senate approved the Taft boycott penalty clause Friday by a 65-26 vote.

Two More Unsigned

The New York agreement, which affects only network operations, was signed by Local 802 with NBC, CBS, ABC and WOR New York (MBS).

The 20% increase was regarded as a reasonable settlement by the networks, according to one network executive who would not be identified. He pointed out that no wage raises had been granted the musicians since Feb. 1, 1944 and that in view of the fact that wage levels generally had soared since then, the AFM agreement "isn't too bad at all."

The wage settlement was said to represent a considerable modification of original Local 802 demands. Although the amount of increase which the union at first requested was never publicly made known, it was understood to have been appreciably more than the figure for which the local finally settled.

Imminent passage of the Taft amendment to the Senate labor bill (S-1126), and approval some time ago by the House of the Hartley omnibus labor bill (HR-3020) with strong secondary boycott provisions, are thought to have influenced the union in coming to terms. Labor unions bitterly opposed the secondary boycott provision of the Hartley measure as well as Senate proposals to curb strikes and other tactics.

While grave doubt continued as to President Truman's willingness to sign the labor measure, it is felt Congress eventually will invoke the secondary boycott ban. Whether a Presidential veto would be overridden this session was conjectural.

James Caesar Petrillo, AFM head, and AFRA have used the secondary boycott effectively in bargaining with radio, banning of the device comprising the most important part of the Lea Act.

The present omnibus labor legislation is directed at all unions and the "class legislation" charge against the Lea Act cannot be raised.

As employed in radio, the secondary boycott has been invoked to force networks or transcription companies or other suppliers of programs to "pull the plug" on affiliated stations declared by the union to be "unfair." In several instances networks felt they were forced to discontinue supplying musical programs to individual affiliates declared unfair by Petrillo. The same general issue was provoked in the recent negotiations of the networks with AFRA.

Four months of negotiations ended last Thursday with the pact. This is the contract that AFM President James C. Petrillo had predicted would be signed and in effect by last Feb. 1 [BROADCASTING, Jan. 29].

First steps looking toward peaceful settlement of the whole music situation were taken in the spring of 1946 when NAB President Justin Miller held the first of what was to have been a series of discussions covering mutual problems of broadcasters and musicians. Since that time Mr. Petrillo has refused to meet further with Judge Miller on the ground that NAB lacked negotiating power.

Networks and the AFM started discussions early this year in an effort to settle the dispute before Feb. 1, contract expiration date for network key stations in New York, Chicago and Los Angeles. Simultaneous closing date for the three contracts had been arranged by Petrillo in past negotiations.

The agreement, retroactive to Feb. 2, provides weekly wage increases for three classifications of musicians as follows: From $126.50 to $151.80, from $132.25 to $158.70, and from $165 to $191.45. Rehearsal rates are raised from $6 to $7.50, the pay for half-hour broadcasts from $14 to $18 and for hour broadcasts from $18 to $23. A union demand for vacations was not granted.

Union's Demand

During negotiations last January the union had demanded that its current contract be continued without change in conditions until the Supreme Court rules on the Lea Act, and that pay increases negotiated in that interval be made retroactive to Feb. 1. It was also emphasized at the time that discussions with the networks had no bearing on individual station contracts with union locals.

Senate action on the secondary boycott followed approval the previous day of an amendment restricting union welfare funds and dues checkoffs. AFM President Petrillo was the originator of this "private WPA" innovation, whereby recording companies pay into the union coffers a royalty ranging from one quarter cent to five cents

(Continued on page 105)

FCC Budget Fate Now in Congress

Conferees Are Hearing Plea for Record Appropriation

AN ECONOMY-RENT House Subcommittee on Appopriations heard testimony of the FCC last Tuesday and Wednesday in support of its plea for a record-breaking peace-time appropriation of $7,300,000, but it will be at least a fortnight before the committee makes up its mind on the extent of the slash it will propose to the full committee, and subsequently to the House. The request is for the fiscal year which begins July 1.

While only sketchy reports could be obtained from the closed sessions of the Committee, it was understood that the FCC experienced fairly easy sailing—easier than anticipated. But this could not be regarded as a harbinger; since practically every agency of Government has been harshly cut—the Interior suffering a 48% trimming.

Rep. John Taber (R-N. Y.), chairman of the full Committee on Appropriations and a dominant influence on its decisions, told BROADCASTING late last week that he felt FCC had too many employes who do too little work and that the Commission should be put on a "businesslike" basis. Indicating that budget cuts will be made to force more economical operation, he asserted that personnel strength in particular will be given close examination as the committee starts "marking up" the appropriations bill.

Chairman Charles R. Denny, who has burned midnight oil working up the Commission's justifications, bore the brunt of the FCC presentation all day Tuesday, and during Wednesday forenoon. Comr. Ray C. Wakefield, however, presented the case-in-chief in support of the FCC's proposed telegraph investigation, which would entail an outlay of about $300,000.

Chairman Richard B. Wigglesworth (R-Mass.) of the subcommittee, an old hand at FCC dealings, put the Commission witnesses through the paces, but not with the verve of years past when he was a militant minority on the Committee, as its only Republican member. Rep. John Philliss (R-Calif.) was disposed to stoutly defend the FCC. Other subcommittee members were: Charles R. Robertson (R-N. D.), Frederic R. Coudert Jr. (R-N. Y.), Albert Thomas (D-Tex.), Joe Hendricks (D-Fla.), and George W. Andrews (D-Ala.).

There were questions about personnel, the Blue Book, and the cost of hearings. The fact that the FCC's request for "regular" activities, amounting to the $7,300,000 figure, is some 350% in excess of the 1944 regular appro-

(Continued on page 93)

PAUL WHITEMAN (l), ABC music director, grins approvingly as George H. Coppers, president of National Biscuit Co., signs for segment his company will sponsor of the first full hour recorded music show to be presented five times weekly over ABC [BROADCASTING, April 28]. Mr. Whiteman will emcee program, which starts June 30. Looking on are: John Burr, account executive of McCann-Erickson, National Biscuit Co. agency; Slocum Chapin, ABC account executive, and George Oliva, National Biscuit advertising manager. (Also see story this page)

Initial Time Purchases by AFL Include Daytime Show on ABC

RADIO CAMPAIGN initiated by the Entertainment Unions Committee in co-operation with the American Federation of Labor to combat anti-labor legislation was fully launched last week [BROADCASTING, May 5].

In addition to a daytime serial five times weekly on ABC, the committee bought the 8:15-8:30 p. m. Tuesday period on ABC for a series of talks by prominent speakers. The first of the series, titled *Labor Must Be Free* starts May 13 and will feature the Right Rev. Bernard J. Sheil, Bishop of the Chicago diocese; Rev. Reinhold Niebuhr, head of the Union Theological Seminary, and Rabbi Israel Goldstein, president of Jewish Conciliation Board and Rabbi of the Congregation B'Nai Jeshurun. The topic on the first show will be "Labor Like Religion Must Be Free.

Aside from Thursday night entertainment broadcasts, 9:30-10 p. m. [BROADCASTING, May 5] which feature talent from the highest ranks of radio, screen, stage and musical worlds, the committee also has secured the Sunday, 1:30-2 p. m. time on MBS to book the Thursday night show heard on ABC as a transcribed program. While most of the show will be transcribed, some changes may be added to the Sunday broadcast on MBS from time to time.

On Sunday, May 10, NBC in accordance with its policy of not selling time for controversial issues, was to have scheduled two quarter-hour periods in which William Green, president of American Federation of Labor, was to speak on "Why Labor Is Opposed to the Hartley-Taft Bills" 10:30-10:45 p. m. Sen. Robert A. Taft (R-Ohio) was to be heard from 10:45-11 p. m.

The entire AFL radio campaign is under the coordination of Morris Novik. Mr. Novik originated the plan to use radio on a large scale. AFL has an appropriation of $300,000 set for the campaign.

EPISCOPAL PROMOTION DRIVE INCLUDES RADIO

A NATION-WIDE promotion campaign, utilizing all media, including a half-hour network show, will be started this fall by the National Council of the Protestant Episcopal Church.

The campaign is aimed at enrolling members from among the 60,000,000 persons in the United States who have no church affiliation. The council will employ business methods in the campaign.

A spokesman told BROADCASTING that the council had conferred with all four networks on the possibility of buying a half hour of time but had not made any decision yet as to which network it would use. The council plans to use a "different type of program—different from the average religious stereotype show" and will start sometime this fall.

Coca-Cola Considers

COCA-COLA Co., New York, is currently looking over three shows for sponsorship this fall. Advertiser expects to return to radio providing the sugar rationing eases by fall. It was understood that the company will buy time on CBS.

CBS Gets Campbell, Chesterfield Shows

Billings Will Swell 1947 Gross By More Than $4,500,000

CBS is scheduled to add more than an estimated four and a half million dollars to its annual billings early in June when two new sponsors, Chesterfield Cigarettes and Campbell Soup, join the network's roster of advertisers.

Liggett & Myers Tobacco Co. (Chesterfields) through Newell-Emmett Co., New York, on June 2 starts sponsorship of three half-hours weekly of the *Arthur Godfrey Show* 11-11:30 a.m. on CBS Monday, Wednesday and Friday for 52 weeks.

It was understood that part of the Chesterfield deal involved Perry Como, singer, who is under contract to CBS but has been on the Chesterfield NBC show for the past season under a special dispensation. CBS had wanted Mr. Como to return to the network but now that the advertiser has bought three daytime periods on CBS, the network, it is said, had agreed to let Mr. Como continue on the NBC program.

Meanwhile the Campbell Soup Co. has taken the Monday through Friday 7:30-8 p. m. period on CBS. The advertiser will fill the time with Bob Crosby and his orchestra for the first quarter-hour and Bob Trout and the news on the latter quarter-hour. Ward Wheelock Co., Philadelphia, is the agency.

Golden Gate Spots

GOLDEN Gate Foods Inc., Berkeley, Calif., has launched initial campaign for Gold Coast Preserves with radio spot announcements and other media, through Botsford, Constantine & Gardner, San Francisco. Advertising program is concentrated in northern California.

Ayer-Army Deal

N. W. AYER & SON, for the Army, reportedly has been negotiating with NBC and Al Jolson regarding a possible summer show for army recruiting. Under the Ayer proposal, the U. S. Army would pay talent costs and NBC would provide the time for a 13-week series.

Camel to Sponsor

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel Cigarettes) has purchased a quarter-hour segment of ABC's new record show Mondays through Fridays, featuring Paul Whiteman as m. c. [BROADCASTING, April 28], which begins on June 30. Agency for Camels is William Esty Co., New York. This is the second segment that has been bought, the National Biscuit Co. having bought a segment earlier (see picture this page).

Revere Renews

REVERE COPPER & Brass Inc., New York, effective June 8 for 13 weeks, renews *Exploring the Unknown* on MBS, Sun., 9-9:30 p. m. Series will consist of special programs based entirely on research done during the war by the U. S. Navy. Agency is St. Georges & Keyes, New York.

Signs D. C. TV

SIGNING of Bob Wolff's *Sports Clinic* to station's first 52-week contract in Washington for the Southern Venetian Blind Co. on WTTG Washington, DuMont television station, was announced last week. *Sports Clinic* is telecast Wednesday nights, 7:30 to 7:45.

Drawn for BROADCASTING by Sid Hix

"I'm answering your ad for a high-frequency osculator."

CBS Not to Abandon Video Activities

Net Discounts Rumors; Plans to Seek TBA Re-Admission

CBS is preparing to apply for readmission into Television Broadcasters Assn., it was learned last week. This move to re-ally itself with the majority of television interests, with whom CBS had joined to organize TBA only to break away when they would not go along with its battle for the immediate adoption of UHF color television standards, did much to allay fears that CBS was going to cut its video activities to the bone if not pull out of television altogether.

These fears arose from the network's sudden action of May 2, when a large group of video research technicians and studio production personnel were notified of their dismissal as of May 11. At that time, CBS said, it would end all studio broadcasts, "concentrating our efforts for the time being on actuality broadcasts, such as sports and special events."

Network also said that it was "curtailing research activities drastically in line with previous statements on this subject." This undoubtedly referred to the testimony of CBS President Frank Stanton before the FCC last winter, when he said that CBS had spent some $2,000,000 on color research and would halt these experiments if its application for the immediate commercialization of color was not granted. Dr. Peter C. Goldmark, CBS director of engineering research and development, who directed and supervised the network's color research, is remaining with the network, however.

Those Leaving CBS

Studio personnel leaving CBS include some of the outstanding program production names in this infant art, such as Ben Feiner, acting program director; Charles Holden, production manager; James McNaughton, art director; and program directors Paul Belanger, Steve Marvin and Philip Booth. All stage hands and many office employes were also let out.

Elimination of studio programs does not mean any curtailment of time on the air, CBS explained. The network announced acquisition of a new, completely staffed and equipped mobile unit, with three image orthicon cameras which will be ready before the end of May to aid in televising remote events. In sports WCBS-TV is adding to its present schedule of the Brooklyn Dodgers home games fights from Ebbetts Field and Ridgewood Grove, and will also televise the professional tennis matches from Forest Hills under the sponsorship of U. S. Rubber as well as other events.

Three new video educational and cultural series will be launched this month by the station originating at the Metropolitan Museum of Art, the Museum of Modern Art and the Museum of Natural History, while another new series will come from the Bronx Zoo. CBS video agenda also lists the *Choreographer's Workshop*, and other events of interest to New York televiewers.

Television's Appeal

Move aligns CBS with that part of the industry which believes that television's major appeal, at least for the immediate future, lies in its ability to bring into the homes of set owners visual reports of news and sports events while they are actually happening. This appeal, the argument runs, is stronger than that of radio, which provides pictures as well as sound, but only after the events are over and their outcomes already known.

As radio sets were bought so that their purchasers could hear the broadcast of a prize fight or a political convention, so will people buy television receivers for sports and special events, according to this line of thought.

Industry critics of the CBS action point out, however, that to keep the public listening after they had bought radios, broadcasters had developed studio programs of strong listener appeal and they suggest that television broadcasters will have to do the same thing. Video stations, they say, should be increasing their attempts to develop good studio shows at this time, instead of dropping them altogether.

What effect the move will have on applicants for television stations throughout the country was anybody's guess last week. Some observers thought it might lead them to withdraw, as many did last year when the controversy over color was raging. Others said that it might encourage small city broadcasters to go ahead more rapidly, as almost any city provides a wide variety of special and sports events which might be televised.

It is the lack of studio facilities, personnel and talent that has presented the major problem to prospective telecasters, this line of reasoning goes, and these would be eliminated if CBS is correct in its theory that studio shows are not necessary for adequate video programming.

The network's commercial video station, WCBS-TV New York, will lose only one account by the change in policy, the Bristol-Myers *Party Line*, which Doherty, Clifford & Shenfield, New York, agency handling the program, plans to move to the same time on WNBT New York. Another B-M video program, *At Home With Tex and Jinx*, placed by Young & Rubicam, New York, is on WNBT 8-8:20 p.m. Sun., so by picking up the intervening ten minutes this sponsor could have a full hour.

This program, however, is broadcast via NBC's television network, on WPTZ Philadelphia and WRGB Schenectady, as well as WNBT, and there is some question as to whether *Party Line* could be satisfactorily adapted for network telecasting. Agency last week, however, felt that these details could be worked out and that the shift would soon be made, with possibly one Sunday missed in the move.

Gulf Oil Corp., Pittsburgh, plans to continue, for the present at least, its Thursday evening news telecast on WCBS-TV, going along with the station in changing the program's format from a studio presentation with a visible announcer to a program of motion and still pictures which can be put on entirely from the station's film studio. Young & Rubicam, New York, is the Gulf agency.

Senate Bans Slush Funds of Unions

Amendment to Labor Bill Regarded As Blow To Petrillo

SENATE VOTED 48-40 Thursday to ban all union-controlled "slush funds" in an amendment to the Labor bill intended to prevent the development of union "rackets."

The amendment would permit welfare funds—such as that established by James Caesar Petrillo from royalties imposed on record companies—only when funds are jointly administered by unions and management. If the amendment became law, presumably the AFM fund would be automatically outlawed.

The amendment also makes illegal extortion and attempts by unions to "shakedown" employers. It prohibits all health and welfare funds solely administered by unions and bans the involuntary checkoff on union dues. A similar provision is embodied in the House Hartley bill [BROADCASTING, April 14].

The amendment was sponsored by Senators Joseph Ball (R-Minn.), Harry F. Byrd (D-Va.), H. Alexander Smith (R-N. J.) and Walter F. George (D-Ga.).

Earlier, however, Senate GOP solidarity was split down the middle by a 44-43 vote against an amendment to restrict the powers of unions in industrywide contract negotiations. It was the first defeat for the forces of Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee.

Opposition to both amendments was led by middle-of-the-roader Sen. Irving M. Ives (R-N.Y.) who told the Chamber that the proposals would "tear trade unionism apart."

Although he opposes "tough" amendments to the Committee bill, the measure itself, he feels, would be acceptable to the White House. But he told BROADCASTING that he is afraid that by the time the bill goes through a conference committee it will be so loaded with "extreme" amendments, that it will be "impossible" for the President to sign it.

Union Responsibility

Senator Ives said that problems such as the broadcasters face in dealing with the AFM can be best solved by creating conditions where union "responsibility will be recognized, if necessary, by the force of law."

One of the most important features of the Committee bill, he maintained, is a Joint House and Senate Committee to study basic labor relations problems. He asserted that "we don't know enough about the relationships of management to labor" to pass all-inclusive labor legislation at this time. He said there should be further "exploitation" into possible application of anti-trust laws to unions which abuse their power.

Referring specifically to the Petrillo union he said that legislation should be patterned to force unions to recognize their responsibility. This, he asserted, would not be served by breaking national unions down into local bargaining groups, such as proposed in the amendment defeated on Wednesday. Real responsibility, he continued, can only be had at a high level.

The Hartley bill, seen by Senator Ives as doomed to veto, would meet practically all the labor needs of the broadcasters. It contains specific provisions against featherbedding, jurisdictional disputes, secondary boycotts, union-enforced royalty payments on production, and strikes against the "national interest," defined to include radio communications.

Senator Ives declared that the Hartley bill pursued a "course which is dubious at this time. . . . We don't know what the potentialities of these restrictive measures may be," he added. "Pressures may arise, with management push-

(*Continued on page 92*)

Petrillo Case May Revert to La Buy . . . Page 92

CIO's Carey Flays Radio at IER Meet

Columbus Institute Hears Labor Time Issue Debated

By EDWIN H. JAMES

IF CONTROVERSY on industry disagreements was what was desired to stimulate the thousand broadcasters and educators attending the 17th annual Institute for Education by Radio in Columbus, May 2-5, [BROADCASTING, May 5], Dr. I. Keith Tyler, Institute's director, realized his desire. Controversy was what they got.

Participants and audience at the Institute numbering 1,113 by official count, heard charges by CIO

Other IER Story: Page 95.

Secretary-Treasurer James Carey that radio was not fulfilling its responsibilities, then heard an equally vehement defense of radio's treatment of labor time. They participated in the tempest which flared over public interest and necessity, with the spotlight on Comr. Clifford J. Durr and NAB Public Relations Chief Robert K. Richards. And they listened to the controversy over the use of controversial material on the air, and editorializing.

One of the hottest sessions was on the subject of radio and labor, held Sunday afternoon. Mr. Carey, CIO secretary-treasurer, charged that broadcasting "has been amiss in completely fulfilling its function of public service."

He asserted that there had been "glaring omissions insofar as time for labor broadcasts is concerned."

He said that "perhaps the most ominous of all the sins committed by the radio industry is the dismissal of radio commentators and analysts known to the public as progressives."

Answering Mr. Carey's charges were Robert E. Kintner, executive vice president of ABC, and Phil Newsom, UP radio news editor.

Mr. Kintner refuted Mr. Carey's blanket charges that liberal commentators were disappearing from the air, pointed to his own network's list of newsmen as representing widely different shades of opinion. In four major areas, said Mr. Kintner, ABC and, he believed, other networks as well were giving labor a "fair shake."

In news programs, he said, labor stories were reported factually; the ABC policy on commentators was to maintain a balance among viewpoints but to permit individual commentators freedom of expression. In special events, he said, labor had been given "adequate representation," and ABC, he said, was ready to sell time to labor as well as to give it sustaining time.

Mr. Newsom pointed to the UP's standing rules that all sides of labor news must be presented. He gave examples of UP coverage of labor stories and said that the service took the strongest measures to assure impartial presentation.

Among the anti-labor commentators whom Mr. Carey had enumerated as being on the air was Upton Close. Edgar Kobak, president of MBS which formerly carried Mr. Close's broadcasts, reminded Mr. Carey that the conservative commentator had been off the air for four months. Mr. Kobak enunciated the common

(Continued on page 94)

HONORED GUESTS at 17th annual Ohio State U. Institute for Education by Radio dinner, in Deshler-Wallick Hotel, Columbus, Ohio (l to r): Comr. Ray C. Wakefield, FCC; Mrs. Howard L. Bevis, wife of Ohio State U. president; Edgar Kobak, MBS president; Barbara Ward, member of BBC board of governors; Comr. Clifford J. Durr, FCC.

Marshall Fights for State Dept. Radio Budget

Hope Seen for OIC Funds As Congress, Industry Soften

SECRETARY OF STATE George C. Marshall last week brought his heaviest guns to bear on Congress in a battle for re-instatement of funds requested for continuation of the State Dept.'s information and cultural program.

His efforts culminated in a substantial alignment of industry behind government international broadcasting, at least on an interim basis, and significant softening of a Congress which only on Monday completely eliminated the Office of International Information and Cultural Affairs (OIC) from the President's 1948 budget.

In his first radio and press conference since returning from Moscow Secretary Marshall implied that he thought the government was in the business of disseminating information abroad for the duration of the drive for peace. He declared that the United States is now mobilizing for peace, and for this task the State Dept. needs to be built up rather than "demobilized." Its broadcasting operation, he said, is only beginning, pointing to the International Broadcasting Foundation plan [BROADCASTING, March 31], as an indication of the Department's thinking in this direction.

He declared House action on the OIC budget [BROADCASTING, May 5] was directly opposite from what is needed. His emphasis apparently belied rumors that a compromise for one-third of the original request of $31,381,220 had been reached.

The Secretary detailed his position to industry and Congress in a high level conference Monday. The meeting brought an agreement from industry (representatives of the seven international broadcasting licensees) as follows:

"1. We regard the maintenance and development of international broadcasting as a matter of vital importance to the United States.

"2. Private industry cannot finance international broadcasting on the scale required.

"3. Thus, if international broadcasting is to be maintained on the scale required by the national interest, the funds for this purpose must be continued by the Government.

"4. Continued appropriations to the Department of State should be made until such time as the Congress considers and formulates long-term plans. We urge such Congressional consideration at an early date."

Walter Lemmon's Attitude

Only significant break in the industry line came from Walter Lemmon of Worldwide Broadcasting Foundation who expressed hope that there will be increased use of private shortwave facilities, including programming. David Sarnoff, RCA president, and Niles Trammell of NBC said they did not share this hope, but anticipated on the contrary that there would be an increased need for government financial support and participation.

Mr. Sarnoff read from a memorandum he had sent to Secretary of State Cordell Hull in 1943 predicting the need for increased international broadcasting by the United States. Wesley I. Dumm, Associated Broadcasters of California, declared that the meeting had "proved the point that private industry will not and cannot do the job."

Mr. Trammell doubted that private industry would want to take responsibility for sponsorship of

(Continued on page 96)

Telecommunications Conference Opens May 15 in Atlantic City

COMMUNICATIONS experts from 60 nations will gather next Thursday at Atlantic City to open the first postwar International Telecommunications Conferences. Three separate conferneces are involved: International Radio Conference, Plenipotentiary Telecommunications Conference and World High Frequency Broadcasting Conference.

The Radio Conference, expected to continue at least three months, will be concerned primarily with allocation of frequency bands to various services throughout the radio spectrum. This will require revision of the General Radio Regulations of Cairo of 1938 and appendixes.

The plenipotentiary session is to commence July 1 revising the International Telecommunications Convention of Madrid of 1932. This differs from the technical radio session in that it will consider broad principals and be of a more legal nature.

The Radio Conference will be followed, about Aug. 15, by the high frequency meeting to allocate frequencies among the nations.

First two days of the session—to be held at the Ambassador Hotel—will be devoted to introductions, development of procedures and work assignments to the various committees designated. On Monday, May 19, the committees will approach their individual tasks and the job of hammering out agreements.

One of the biggest questions to

(Continued on page 89)

Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons . . . and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft!

But there are other equally effortless ways of getting by . . . even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five-station town.

Then you'll be able to sit back and take it easy in Baltimore, too . . . just like that white bear!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

NAB Meetings Argue BMB, Ask Unity

Chicago Gathering Asked to Counter Radio Critics

By FRED SAMPLE

DEMAND for a united front against industry critics through better programming and opportunity for free expression without fear of FCC censorship was voiced by 175 broadcasters from NAB Area D (Districts 8, 9, 11), meeting Thursday and Friday at the Palmer House, Chicago.

In his welcoming address Leslie C. Johnson, general manager of WHBF Rock Island and District 9 director, told broadcasters it would be a "grass roots meeting" on fundamental issues.

Speaking on public relations, Merrill Lindsay, WSOY Decatur, Ill., said radio had suffered a stinging rebuke in its feud with Fred Allen and that "it is time for the industry in general to grow up mentally." This type of criticism, he pointed out, has come largely because radio, through Government control and fear of losing its license, has been afraid to come to its own defense. The FCC, he added, should not only give radio the right of free speech but should forget programming as a standard of practice. The listener, he declared, should be the final judge of what constitutes good programming.

Fair of NAB Speaks

Following the luncheon, in which speeches were omitted, Harold Fair, newly appointed NAB program director, said one of the responsibilities facing broadcasters today was improvement of programming. This is true, he declared, not necessarily because of public reaction to poor programming but because of increased competition in the form of hundreds of new licensees of both AM and FM stations.

As a means of combating criticism leveled at radio for its overemphasis of mystery and crime programs he recommended that broadcasters begin to think about community activities on behalf of juvenile listeners. Sport contests, drama groups and other participation events for children should be sponsored by the station as part of its public service."

Called upon from the floor to express his opinions on the proposed Standards of Practices code now being drafted, Judge Justin Miller, NAB president, said the first interest of such a code is that it not be in danger of violation of anti-trust or restraint of trade laws. Such a code, he declared, cannot usurp legal authority or inflict civil or criminal punishment. He suggested that the code should

(*Continued on page 105*)

SMILING as they faced the camera were Michael R. Hanna, general manager of WHCU Ithaca, and NAB director from District 2; Frank Pellegrin, NAB director of Broadcast Advertising; Robert T. Bartley, director of NAB's FM Department; Bill Bailey, executive director of FM Assn.; Justin Miller, NAB President.

UPSTATER C. Robert Thompson (left), WBEN Buffalo gives the lowdown at the NAB second district meeting in New York to New York station men (l to r), John S. Hayes, WQXR; Arthur Simon, WLIB; Elliott M. Sanger, WQXR; Charles Baltin, WHOM.

Heads NAB Dist. 9

CHARLES CALEY, executive director of WMBD Peoria, was named director of District 9 NAB succeeding Leslie C. Johnson, WHBF Rock Island, who was not a candidate at the opening day session of the NAB Area D meeting, Palmer House, Chicago, May 8.

Meagher Elected

JOHN F. MEAGHER, general manager of KYSM Mankato, Minn., was elected director of NAB District 11, succeeding Ed Hayek, general manager of KATE, Albert Lea, Minn., at the NAB Area D meeting in Chicago May 8. Mr. Hayek was not a candidate for re-election, due to ill health.

Tax Bill Killed

PROPOSED legislation to tax radio stations, newspapers and magazines was killed last Monday by the Massachusetts Legislature's Rules Committee after spokesmen for broadcasters and publishers had termed the plan unjust and discriminatory. The bill would have taxed radio stations 10% of gross income, newspapers one cent a copy and magazines two cents a copy. It was introduced by Reps. Thomas T. Gray and J. Philip Howard, Republicans. Approval of the Rules Committee was necessary because the bill was presented after the deadline for filing.

KENYON AND ECKHARDT ADDING FORD ACCOUNT

AN INCREASE of approximately three to three-and-a-half million dollars has been added to the annual billings of Kenyon & Eckhardt, New York, within the past two weeks. It was announced last Wednesday that the Ford Motor Co., Detroit, has placed its national radio advertising with the agency effective June 15. In addition to this new account, the agency a fortnight before took over the Borden Co., New York, radio account.

The Ford Motor Co. was formerly handled by J. Walter Thompson Co., New York, and has sponsored the *Dinah Shore Program*, Wednesdays on CBS. K & E, it was understood, has not decided upon the summer replacement for the *Dinah Shore Program* as yet.

J. Walter Thompson Co. will continue to place all other Ford Co. advertising, including local dealer radio programs. The agency will handle *Arthur's Place* for the Borden Co., which will be a summer replacement for the *Ginny Simms Show* on CBS.

'Flash' Renewed

HELBROS Watch Co., New York, effective June 8 for 52 weeks renews *Quick As A Flash* on MBS, Sundays, 5:30-6 p. m. Agency is William H. Weintraub & Co., N. Y.

Support for Second Study Withheld At New York

By BRUCE ROBERTSON

DEBATE over a resolution endorsing BMB featured the NAB District 2 meeting May 5-6 at the Waldorf-Astoria, New York, and that occurred so late in final session that it was missed by all but a handful of the district's broadcasters, who adopted the resolution after some revision by a vote of 8 to 7.

The resolution commended BMB for its contributions to standardization of station coverage and recommended careful study of data with the hope that additional techniques will be developed.

And Then Silence

As originally read by Arthur Hull Hayes, WABC New York, chairman of the Resolutions Committee, the resolution included the words "and BMB continue the work." Reading was followed by a lengthy silence, with no motion to approve or to disapprove the resolution. When Michael R. Hanna, general manager, WHCU Ithaca, presiding officer as district board member, asked for some action by the group, John S. Hayes, WQXR New York, suggested the meeting did not want to go on record as endorsing the 1948 BMB survey since some broadcasters had not decided whether to sign up for this second study.

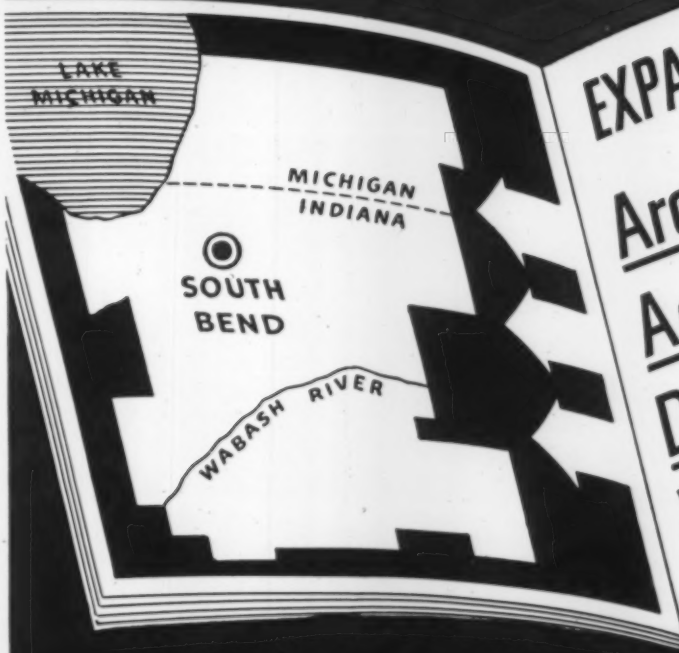
The resolution was amended and, after some discussion and an attempt to get the whole thing tabled, the revised statement was adopted.

Group adopted other resolutions unanimously. These commended the Dept. of Broadcast Advertising, Director Frank Pellegrin, his staff, and the various committees; commended Mr. Hanna and other NAB members for meeting arrangements, petitioned the NAB board to "make every effort to correct the unconstitutional principles set forth in the Mayflower case"; urged the NAB board and officers to establish and promote local employe-employer negotiations; cited the "disturbing effect of daylight savings time changes" and urged NAB to cooperate with other industries in promoting uniform time; endorsed BMI and choice of Carl Haverlin as president, pledging him support; commended NAB President Justin Miller for his leadership and for his contributions to the public understanding of the role of broadcasting in the national scene; opposed the 2% cash discount to agencies.

Two-day meeting opened Monday with a report on NAB activi-

(*Continued on page 48*)

Now— 5000 Watts



EXPANDED COVERAGE

Around the Lake...
Across the State *and*
Down beyond the Wabash

960 KILOCYCLES
COLUMBIA NETWORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

WSBT
SOUTH BEND

LIKE EGGS without ham is Charles Correll, 'Andy' of *Amos 'n Andy* (l) without 'Amos'. Mr. Correll is pictured with Earle C. Anthony, owner of KFI Los Angeles, at KFI's 25th anniversary celebration.

KOAM Fulltime May 25

KOAM Pittsburg, Kan., NBC affiliate, originally scheduled to start fulltime operation on May 1, will begin on May 25 instead.

Canadian Broadcasters to Meet June 9 at Jasper Park Lodge

PLANS for THE 18th annual convention of Canadian Association of Broadcasters at Jasper Park Lodge, in the Canadian Rockies, June 9-12, are now nearing completion.

Planned on a different basis than previous Canadian broadcasters' conventions, there will be a minimum of business sessions, and a number of panel sessions on specific topics with panels of experts to discuss topics and answer questions. This will be first convention at which new honorary president Col. Keith Rogers, CFCY Charlottetown, will preside.

Proposed agenda, subject to changes, will start with business session on first morning and afternoon, with luncheon address on employee relations by Richard P. Doherty of NAB. Evening sessions from 8-10 will consist of two panels, on "Press Relations" and "Radio for Retailers". Second day calls for panel sessions on "Why Radio Sells" and "Postwar Selling", luncheon address on "Public Relations" by Jim Allard of CAB, and afternoon meeting devoted to the Bureau of Broadcast Measurement with Canadian BBM and U. S. BMB officials presiding. Evening session of second day is annual banquet with Judge Justin Miller of NAB as guest speaker.

Wednesday morning panels will be on "FM" and "Radio Research", with luncheon talk planned on BMI with Carl Haverlin and Bob Burton as speakers. Wednesday afternoon will be annual CAB golf tournament. Thursday morning session will be concerned entirely with CAB business, and convention is planned to end with luncheon, after which delegates will have time to catch east and west-bound daily trains out of Jasper. Cocktail parties are planned for each evening preceding dinner, with Western Association of Broadcasters, Canadian Marconi Co., and CAB as hosts.

Manufacturers will set up FM broadcasting station at Jasper Park Lodge under special license of Department of Transport, and a committee under Vic George of Whitehall Broadcasting, Montreal, will feed live and transcribed programs to all cabins at the lodge, where various models of FM sets will be installed. Thus an intercommunication system is available to give delegates news and announcements, as well as Trans-Canada network programs in their rooms and cabins, and acquaint them with FM reception, still a novelty in Canada.

This is first CAB convention to be held in western Canada. Convention will have entire Jasper Park Lodge to itself, hotel being opened a week ahead of regular summer season for the CAB.

'Emergency' Call

PHONE strikes are no obstacle to a nine-year-old listener of WIP Philadelphia. When young Allen Lissy failed to get his Black Hawk Arrowhead offered on WIP's *Tom Mix Show*, he decided it was an 'emergency' and phoned the Ralston-Purina Co. in St. Louis long distance, twice for good measure. Now Allen has his arrowhead and his Dad has an outsize phone bill.

BUILDING A FUTURE

Every house built cuts into the critical shortage and builds a future market . . . Construction of 2,090 family units during 1946 was a step toward solving the problem in the Nashville area. The $11,118,525 spent for this work helped keep employment high and created a greater potential market for your products . . . And you can make the most of this sales potential by reaching the large audience who turn to WSIX.

AMERICAN • MUTUAL
5,000 WATTS 950 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Jack Burnett Gets Rocky Mountain Network Post

JACK BURNETT, commercial manager of KUTA Salt Lake City, has been selected to direct the commercial department of Rocky Mountain Broadcasting Co., of which KUTA is the key station.

Hal Cunningham, former KUTA continuity director and previously on the KALL continuity staff, becomes program director. Other changes and additions are: Burleigh Smith, announcer, former ABC Hollywood staff announcer; Ray Fadel, traffic manager, formerly KLO Ogden; Ed Coffin, continuity writer, formerly KNAK Salt Lake City; Paul Rothermel and Charlene Davis, commercial department; Marjorie Worthen, receptionist; Dorothy Janney, promotion department; Elvira Farnes, traffic assistant; Van Welch, musical staff, formerly KDYL Salt Lake City; organist Charles Parry, staff musician, formerly KSL Salt Lake City musician.

Now We're 25

It was just a quarter-century ago--May 8, 1922 to be exact--that WCAO established broadcasting standards in the public interest from which it has never deviated.

As WCAO swings into its second quarter-century, it pledges anew to maintain these standards--offer advertisers the friendly, loyal audience of this basic CBS station in the extensive WCAO service area.

WCAO

The Voice of Baltimore

600 Kc. — 5000 WATTS

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

(Advertisement)

THE LATIN WAY IN MIAMI

We all feel contentedly smug down here at this end of the line. We think our way of life is muy okeh.

If you want Mahoney of WIOD after 2:30 in the afternoon, and are on the inside, you start phoning his cabana. Fred Borton's secretary at WQAM usually gives a song and dance about a conference, but we all know he's usually fooling around with a boat registered under the name of "Concha".

Katzentine? Well, you might be told he's in court—the only hooker being that the court has a net in the center of it and is green topped and the four walls enclosing it are vari-colored Ilibiscus that grow in a 15 ft. high phalanx.

We live near our recreation facilities down here. We take them easily and in our stride. We like our way of life. We don't close up shop exactly as do the Latins for siestas—we just are at different phone numbers from the ones you read in Standard Rate and Data. Our minds aren't closed or clogged with the fearsome aspects of most rat race existences.

When the Season's over our police busy themselves mightily closing up horse books and raiding known gambling houses. In short, our civic morals rise to a very high point during the summer months.

Some of us set aside (by the clock no less) worry hours (a misnomer for they really are thinking hours) and then we plan and plan over at WKAT our best Ivory Tower Work is done something like this: How many folks like Western and Folk Music?—How many like opera or symphony?—Would the "hep cats" be pleased to hear a show featuring the old Dixie Land Band?—Aren't the righ guys entitled to hear conservative Henry Taylor and maybe the stock market reports?—Are we serving the liberals well when we offer Lewis and our own Leslie Ballough Bain? How about the kids? Of course, they've got Superman and Hop Harrigan and Captain Midnight. What's wrong with their learning natural history and zoology from our show "The Animal Fair"? Shouldn't they know why a tiger has stripes? And how an elephant uses his trunk? We think so. And so we scan and we scan our whole population and we try to interest them all. We likewise know that people listen to programmes and not to given radio stations and we keep punching away to better our structure programme wise to encompass our community life.

We like commercials. Who doesn't? We usually have some availabilities. Who hasn't? So you can see with all of our Latin way of life, we still have the old eagle eye out for business.

Cast your eyes our way—If we make money, so do you—and in the vernacular, vice-versa. We'd be glad to see any of you down here. Most time buyers seem to think we are more accessible during January and February. We aren't. We're here all the time. The address, of course, is the same old stand: WKAT.

Hasta luego.

A. FRANK KATZENTINE
WKAT

'BEAMED PROGRAM'
Joske Study Lesson Is Applied In Series at Canton

PRACTICAL APPLICATION of the 'beamed program technique' as outlined in the Joske Study is being made by Halle Bros. Co., Canton, O. department store, through WHBC Canton.

Although Halle's had previously used advertising media other than radio, they signed Carol Adams, WHBC women's editor, for a daily 15-minute commentary after careful study of her and the station's past record. The initial contract was for 26 weeks and designed to promote Halle's Downstairs Store among homemakers.

One day a week Miss Adams will broadcast from a radio lounge at the Halle store, describing appliance demonstrations and model kitchen and interviewing the demonstrators.

PACKAGE NOW OFFERED FACSIMILE SUBSCRIBERS

TRANSMITTER EQUIPMENT Mfg. Co. is now making the facsimile equipment designed by Radio Inventions for delivery to subscribers to the RI Newspaper Publishers Faximile Service. Arrangement, RI reported, gives the subscriber a complete facsimile package, including scanning equipment, five or six console receivers for both FM sound and facsimile, and the NPFS information service on facsimile operations, for less than $10,000.

General Electric Co. filled a blanket order for RI equipment for members of Broadcasters Faximile Analysis, group which supported RI's development of a postwar facsimile system, under a special non-profit arrangement. GE's prices for further orders were greatly increased, RI said, with receivers raised from the $744 paid by BFA participants to $1200. Temco receivers, containing identical facsimile recorders but with some modifications in cabinet design and the sound receiving apparatus, are priced at $685 for NPFS subscribers.

Discussions of Radio Feature AFA Parley

Harold E. Fellows Is To Preside At Boston Meeting

A RADIO ADVERTISING Departmental will feature the second day of the 43rd annual convention of the Advertising Federation of America at the Hotel Statler, Boston, May 25-28.

Mr. Fellows

Harold E. Fellows, WEEI Boston general manager, will serve as chairman. Dr. Kenneth Baker, NAB director of research, will speak on "The People Look at Radio." Hugh Feltis, president of BMB, will present a film release titled "Measuring Radio Acceptance". Frank E. Pellegrin, NAB director of advertising, will round out the day's program with a report on "Radio for Retailers."

A discussion period will follow the formal reports, with informal debate on the public's reaction to radio retailing.

Montana Meeting

CONCLAVE of the Montana Broadcasters Assn. [BROADCASTING, May 5] is slated for Aug. 2-3, according to A. J. Mosby, president of KGVO Missoula. Association members will convene at the Mosby summer home of Flathead Lake, combining business with pleasure. The group has not met since 1940, having been inactive during the war.

Represents Stations

A. M. MARTINEZ, vice president of Melchor Guzman Co., New York, who recently returned from a five weeks' tour of Central America, announced that his company has obtained the exclusive representation of the following radio stations: TIPG San Jose, Costa Rica; HRN Tegucigalpa, Honduras; HRPI San Pedro Sula, Honduras; TGO-TGOA, Guatemala, Guatemala.

HIGH COMMAND of the Tobacco Network in North Carolina. Station managers shown are: (front row, l to r) Lester Gould, WJNC Jacksonville, Allen E. Wannamaker, Tobacco Network president and manager of WGTM Wilson; Louis Howard, WHIT New Bern; (back row, l to r) Fred Fletcher, WRAL Raleigh; Floyd Fletcher, manager of WTIK Durham, which has just joined network; B. S. Hodges Jr., WGTC Greenville; Leland B. Nelson, WGBR Goldsboro. Victor W. Dawson, manager of WFNC Fayetteville, is not shown.

Here's proof that WOW can "Do It Alone!"

Six years ago "NOT I POUND" Today FIRST in the OMAHA MARKET

GARFIELD and GUILD
Advertising
660 MARKET ST. EXBROOK 3420
SAN FRANCISCO 4, CALIFORNIA

January 31, 1947

Mr. John J. Gillin
Radio Station WOW
Omaha, Nebraska

Dear John:

The intent of this letter is to make you feel good, and to say, "Thanks for a swell job."

The Skippy Hollywood Theater has been listed on WOW's log for five years now. That in itself, constitutes a pretty strong endorsement of WOW, but I feel something more should be added in the way of appreciation and praise.

People who marvel at the astonishing growth of Skippy Peanut Butter always say, "Yes, but what other advertising do you use?" Even advertising "experts" find it hard to believe that Skippy has become, in such a short time, America's largest selling brand of peanut butter through the use of one radio program once a week.

These people fail to realize the terrific sales power of a sincere, carefully worded presentation addressed weekly to 10% - 15% and even 20% of the entire population -- men, women and kids, in the vast area covered by stations such as WOW. We have even had Hoopers of more than 20% on WOW.

The solidly entrenched popularity of WOW opens the doors for us. We are permitted to drop in on Tuesday evening like an old friend. We give the folks a little parlor entertainment, and they indulgently listen to the unassuming remarks we make about the finest peanut butter ever made. That is all the advertising we do.

But six years ago not one pound of Skippy was sold in your market. Today, according to independent surveys, we are numbered as first by a wide margin.

Is it any wonder we say in a hushed voice -- radio is a great advertising medium, and WOW is a great radio station!

Cordially,

Walter Guild

Walter Guild

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGE

NBC—Good local programs—PLUS 24 years of "Know-how"—have proved time and again to be an unbeatable combination in the 228* rich counties served by WOW.

***Write for most complete BMB coverage information yet issued by any station.**

RADIO STATION
WOW INC.
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Another Masterpiece! THE
PROGRAMS IN WORCESTE
When You Buy Time-
*FALL-WINTER REPORT, OCTOBER 1946 THROUGH FEBRUARY
WTAG
PAUL H. RAYMER CO
WTAG-FM
AFFILIATED WITH THE

E TOP 15 HOOPER-RATED
TER ARE ALL ON WTAG*

As are 13 of the next 15

And 14 of the next 15

With a high rating of 34.1 and a low of 17.0

e---Buy An Audience Throughout Central New England

UARY 1947

O National Sales Representatives

WORCESTER 580 KC 5000 Watts

HE WORCESTER TELEGRAM-GAZETTE

WORLD WIDE IS PRAISED IN MAGAZINE'S AWARD

WORLD WIDE Broadcasting Foundation's shortwave station WRUL Boston was selected by *Magazine Digest* for an award of merit "for its pioneer achievements in international education and the promotion of international understanding."

WRUL was the first to use radio for global education, according to Murray Simmons, publisher, who said that "since its founding in 1935 it has made remarkable contributions to better understanding, and therefore to ultimate peace, among the peoples of the earth by carefully thought out programs in a dozen languages."

Walter S. Lemmon, founder and president of the foundation, was singled out for special praise by Mr. Simmons.

GOOD HEALTH CAMPAIGN

Time Given by Stations, Talent by Radio, Film Stars In Support of North Carolina Drive

NORTH CAROLINA's Good Health Campaign which began in November 1946 and ended in March 1947 is evoking widespread praise as one of radio's outstanding public service jobs and the most extensive peacetime educational publicity drive ever conducted in an individual state.

Said Dr. I. G. Greer, president of the North Carolina Good Health Association: ". . . The finest of radio's national talent, technical facilities, advertisers and management answered the call magnificiently. And here in North Carolina our stations — every one of them—took the campaign to their hearts and rendered a public service that will go down in our state's history. And for all of this, radio asked not one penny. The people of North Carolina for generations to come will be indebted to radio for blazing the way in the Good Health programs."

Five-Year Plan

Primary aim of the campaign was to make the people of North Carolina more health conscious and to arouse public understanding and support for a five-year health program, more hospitals and medical personnel. Estimated cost was $48,000.000.

Sparkplug of show business' contribution was Kay Kyser, a North Carolina native son. Columbia Records donated 15,000 discs of "Carolina in the Morning" with vocals by Frank Sinatra and Dinah Shore and music by Kay Kyser's orchestra. Every station in North Carolina donated free time valued at more than $250,000. A half-hour broadcast from Hollywood opening the campaign featured many radio and film headliners, including Red Skelton, Ava Gardner, John Scott Trotter, Skinnay Ennis and Randolph Scott.

Appearing on transcribed shows carried by North Carolina stations throughout the Good Health Campaign were Lionel Barrymore, Bob Burns, Fannie Brice, George Burns and Gracie Allen, Bing Crosby, Jimmy Durante, Bob Hope, Dick Powell, Claudette Colbert and many others.

Alan La Vine Heads Sales Unit At KVVC Bakersfield

ALAN LA VINE, formerly account executive of KERN Bakersfield, has been appointed sales manager of KVVC, new 1,000 w Ventura, Calif., station on 1590 kc now under construction. Licensed to Ojai Broadcasting Co., station is expected to be on air about Sept. 1, according to John W. Swallow, vice president and consultant.

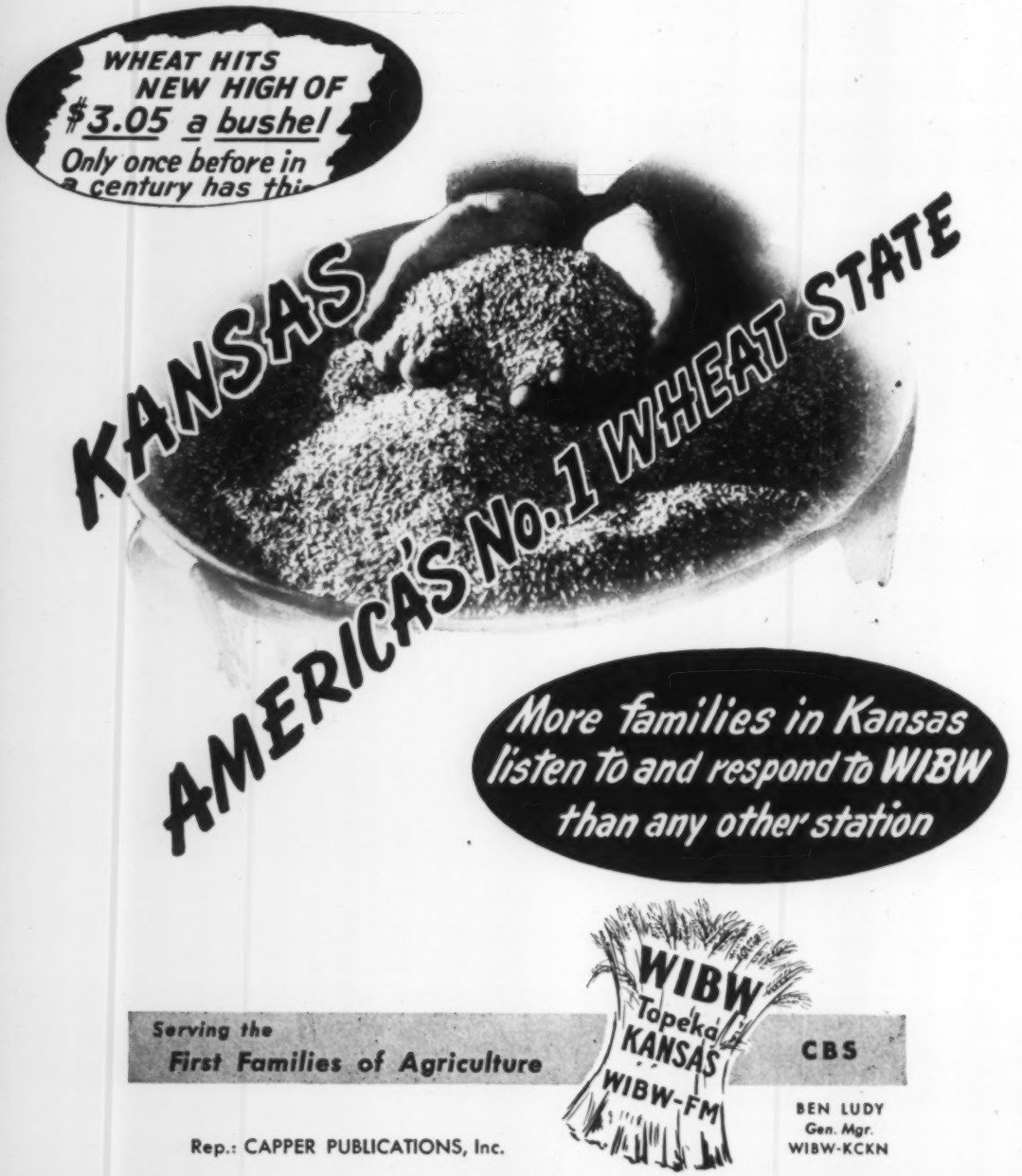
Mr. Swallow is also Hollywood radio director of Kenyon & Eckhardt Inc., and for many years was associated with NBC Western Division as production manager. William H. Haupt and Daly Stafford, practicing attorneys of Los Angeles and Covina, are president and secretary-treasurer, respectively, of Ojai Broadcasting Co.

National Guard's Policy On Advertising Defended

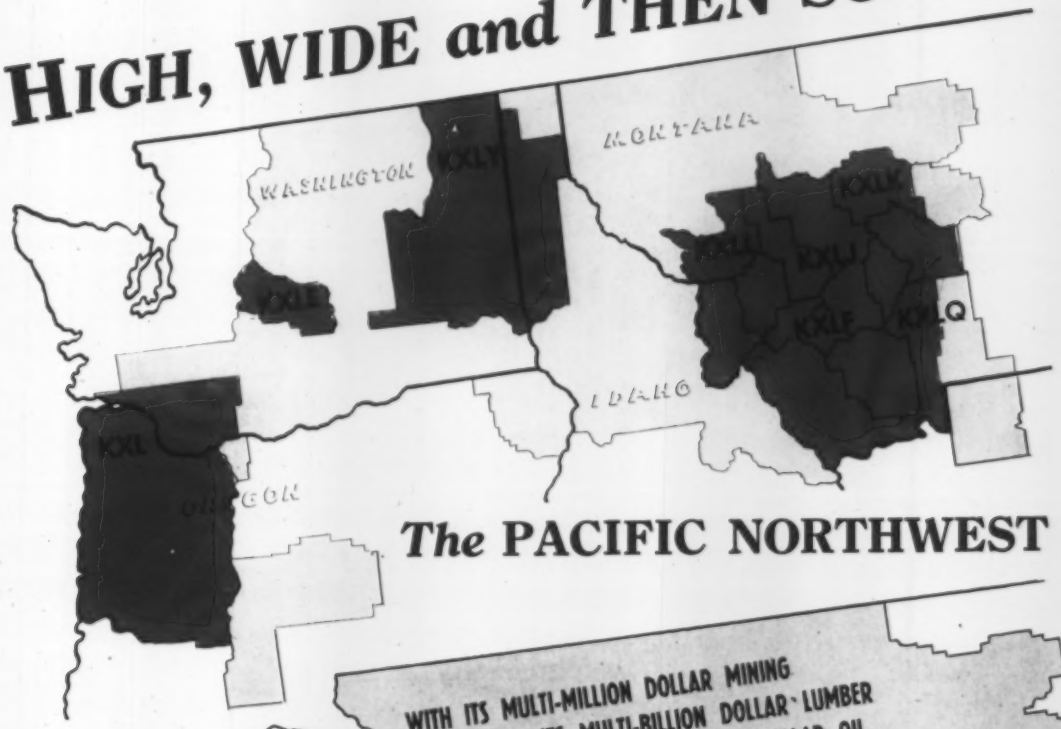
AN EXPLANATION of the advertising program of the War Dept.'s National Guard Bureau in regard to free radio time and paid advertising in other media [BROADCASTING, April 28] has been sent to W. L. Gleeson, KPRO Riverside, Calif. president. Mr. Gleeson wrote a letter protesting the War Dept.'s policy in the matter.

"The power of radio in telling the American people about the National Guard's mission is tremendous," wrote Maj. Gen. Butler Miltonberger, chief of the Bureau. ". . . the National Guard is sponsoring *National Guard Assembly* with Paul Whiteman (over ABC) each Wednesday. We are also running advertisements . . . in several national magazines. Both of these media are being paid from funds of the War Dept.

"The several states, which have the responsibility for organizing and recruiting the units of the National Guard are carrying on this information program through local media. . . . I have had particular reports of unstinting and unselfish cooperation on the part of radio stations from the Adjutants General of almost all of the states."


WHEAT HITS NEW HIGH OF $3.05 a bushel
Only once before in a century has thi
KANSAS
AMERICA'S No. 1 WHEAT STATE
More families in Kansas listen to and respond to WIBW than any other station
WIBW Topeka KANSAS WIBW-FM
Serving the First Families of Agriculture
CBS
BEN LUDY Gen. Mgr. WIBW-KCKN
Rep.: CAPPER PUBLICATIONS, Inc.

HIGH, WIDE and THEN SOME



The PACIFIC NORTHWEST

WITH ITS MULTI-MILLION DOLLAR MINING INDUSTRY--ITS MULTI-BILLION DOLLAR LUMBER INDUSTRY--ITS MULTI-MILLION DOLLAR OIL INDUSTRY--ITS MULTI-MILLION DOLLAR FARM INDUSTRY . . . YES, MULTI IS THE WORD FOR THIS TREMENDOUS MARKET

Merchandisable Area

Bonus Listening Area

SERVING 2½ MILLION PEOPLE

The PACIFIC NORTHWEST

SERVED...and served well, by

"HOME TOWN"

THE XL STATIONS

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv'd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 15 W. 10th St., Kansas City
The Walker Co., 360 N. Mich., Chicago
The Walker Co., 551 5th Ave., New York

Write for our complete MARKETIPS

PACIFIC NORTHWEST BROADCASTERS

(CLIP THIS AD FOR REFERENCE)

WMOB *hits "pay dirt" for its advertisers . . . penetration where it counts!*

WMOB
BMB STATION AUDIENCE REPORT

• BMB DAYTIME AUDIENCE COVERAGE

% BMB Penetration	No. of Counties	Daytime Audience Families
50-100%	2	49,500
10-100%	12	58,720

• BMB NIGHTTIME AUDIENCE COVERAGE

% BMB Penetration	No. of Counties	Nighttime Audience Families
50-100%	1	41,690
10-100%	12	50,980

NOTE: Station Audience Reprint containing complete BMB Audience Information by Counties and measured Cities available free on request.

ABC Affiliate

WMOB
A *NUNN* STATION
Archie S. Grinalds, Mgr.
Mobile, Alabama
REPRESENTED BY THE BRANHAM CO.

ABC Will Duplicate AM Programs on FM; Woods Also Gives Coast AM, TV Plans

ABC PRESIDENT Mark Woods declared at a press conference in San Francisco on May 5 that stations operated by his network will duplicate programming for ABC-owned FM stations. He declared that he expected James Caesar Petrillo, president of the American Federation of Musicians, would soft-pedal his recent edict prohibiting AM to FM program duplication.

"Mr. Petrillo," he stated, "is beginning to see many of the problems confronting the broadcaster and I firmly believe that he will give in on this matter."

Mr. Woods also announced that ABC would have an FM station operating in San Francisco in the near future.

Queried about plans for ABC's studio setup in key cities of the network's operation, Mr. Woods said his company has just signed with NBC to continue renting studio space for another three years. ABC is using NBC facilities in New York, Chicago, Hollywood and San Francisco.

The ABC top man also declared that KGO's 50-kw transmitter would be operating about the first of next year and that the network would have a television station in San Francisco in about two years.

Mr. Woods was in San Francisco for a meeting with managers of ABC's Pacific Coast stations. With Gale Grubb, general manager of KGO, he viewed the new KGO transmitter site on May 4.

RMA PLANS CAMPAIGN FOR BETTER SERVICING

NATIONWIDE campaign to raise the standard of radio set servicing has been started by Radio Manufacturers Assn. following approval of an experimental servicing clinic project by the RMA board at its April 25 meeting in Atlantic City.

Fund of $2,250 was approved by the board to set up a servicing clinic in Philadelphia and perhaps a midwestern city. If successful the clinic idea probably will be extended to cities all over the country. Other principal step for the campaign, under direction of Chairman J. J. Kahn, Standard Transformer Corp., chairman of the RMA Parts Division, is the adoption of a code of ethics for radio servicemen.

The RMA board deferred action on a proposed uniform system of marking FM receiver dials, referring the matter to the RMA Set Division for recommendation to the June RMA convention. The board was told that tube shortages have been overcome and received a report critical of handling of war surplus electronics items.

Canadian RMA board held a meeting April 24, both boards convening at the Seaview Country Club, near Atlantic City. Canadian RMA plans a set selling campaign. Ray C. Cosgrove, Crosley Division, RMA's president, presided at the U. S. group's meeting; S. L. Capell, Canadian president, presided at that group's meeting.

Jim Bellamy Will Manage WWSO Springfield, Ohio

APPOINTMENT of O. R. (Jim) Bellamy as general manager of WWSO, which expects to start in June as a daytime outlet on 1210 kc at Springfield, Ohio, has been announced by Gus Sun, president of Radio Springfield Inc., licensee. Mr. Bellamy was in the sales departments of WSAI, WCKY and WKRC Cincinnati for more than seven years. He served in the Marine Corps as a combat landing officer, and following the war was Ohio representative for the Frederic Ziv radio transcription agency.

Program director of WWSO is Virginia Weber, formerly assistant program director of WSAI. Chief engineer is Robert Cory, formerly field engineer for the Raytheon Co. and at one time assistant chief at WING Dayton.

WWSO studios are under construction on the second floor of Springfield's Chamber of Commerce Bldg. General Electric, RCA and Collins equipment will be used.

WMCK on Air

WMCK McKeesport, Pa., 1-kw outlet went on the air April 30 on 1360 kc, and is broadcasting all Pittsburgh Pirate baseball games. Station's manager, Jack Craddock, sports announcer for 10 years on the Atlantic Network, is giving the play-by-play description. WMCK is licensed for fulltime operation. George R. Raikes, is president of Mon-Yough Broadcasting Co. Inc., the licensee. Station plans to have its FM affiliate on the air soon on 105.9 mc with 500 w power.

KOOL to Bow June 15

KOOL Phoenix, Ariz. plans to start operations June 15 with 5 kw on 960 kc, according to Richard E. Goebel, general manager of KOOL and the newly-organized Radio Network of Arizona. Station will be affiliated with Don Lee and Mutual.

To Build at Yuma

CONSTRUCTION of new 1 kw outlet on 1190 kc at Yuma, Ariz. will begin immediately, according to J. R. (Dick) Heath, president of the Sun Country Networks. CP for the regional AM station was granted to the Yumesa Broadcasting Co. April 29. [BROADCASTING, May 5].

ON TARGET

Confidence, essential to good putting, is also a basic ingredient in every sale. Weed and Company salesmen have confidence in themselves and in the properties they sell so successfully.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

WEEK's Baby

NEW-BORN daughter of a Peoria, Ill. machinist shared the spotlight with WEEK Peoria when the station opened April 27. The elaborate promotional stunt was tied in with National Baby Week, then in progress. WEEK proclaimed itself 'Peoria's Newest Baby' and a deadline hour was arbitrarily chosen on the 27th; all hospitals were asked to notify WEEK of the first baby to be born after that hour. Mary Claire Eustice put in an appearance about eight hours later, was dubbed the 'Born with WEEK' baby, and given a complete layette by the station. Sixteen other Peoria babies born on April 27 also received gifts from WEEK.

Radio Self-Criticism Is Urged By Swezey in D.C. Ad Club Talk

PLEA that the radio industry review dispassionately and objectively the criticisms leveled against it and then, with the support of the radio advertiser, seek to correct obvious shortcomings was voiced by Robert W. Swezey, vice president and general manager of MBS, in a talk before the Advertising Club of Washington, D. C., at Hotel Statler last Tuesday.

Mr. Swezey first discussed briefly the various sources of radio criticism, then posed a series of questions as to the apparent reasons for attacks on radio, and finally pointed out how hollow most of the criticism is.

Among the sources, he mentioned the FCC's Blue Book, novels of *The Huckster* and *Aurora Dawn* variety, "professedly objective" studies such as *Radio's Second Chance* by Charles Siepmann and *The American Radio* by Llewellyn White, newspaper and magazine articles, general public criticism and even the caustic cracks at radio which have crept into stage productions.

Mr. Swezey

Why this flood of criticism? Mr. Swezey asked. "Is radio any worse now than it was a few years ago? Have the habits and customs of the radio audience so changed that the service which radio is providing is less acceptable to them? Have they, as a class, developed a finer or more sensitive critical faculty with respect to radio?"

Mr. Swezey said he doubted that the severest critic of broadcasting would attempt to maintain that radio today is worse than it was five or ten years ago, but that he believed a changed concept of the obligation of radio had evolved in certain quarters—a consciousness "of its growing significance and its astonishing potential in the social life of our people."

"Radio," he said, "has rapidly advanced from a curiosity and a laboratory experiment to an accepted and essential part of the daily life of the average American. The criticism which is currently being directed at radio broadcasting is, of course, actually a compliment to it."

Urging broadcasters to speak out strongly and clearly in their own defense when the criticism is unwarranted or treacherous but to avoid being annoyed by it, Mr. Swezey observed that seldom do any of the critics attempt to strike at the heart of American radio. "By and large," he said, "they admit, as actually they must if they have any knowledge on the subject, that our American system is so far superior to any that has been conceived and put into practice elsewhere that comparisons are all favorable to us."

Comparing radio with other media of entertainment and expression and pointing out that the faults of other media "are equally, if not more, apparent," Mr. Swezey declared that "radio, because of its phenomenal mushroom growth, had had far less experience in formulating standards than newspapers, magazines, the theatre and even motion pictures."

Elaborating on this point, Mr. Swezey said: "The station owner clearly, in my opinion, has an obligation to broadcast most of the time the programs that most of his people want to listen to. He has, however, a further obligation in the proper interpretation of public service to give minorities in his radio audience an opportunity, proportionate to their numbers, to hear the things they want to hear, and in the widest concept of public service he has an obligation to both groups to give them an opportunity to taste and savor all types of radio programming which are available to the station operator."

Discussing the frequently heard charges that radio is over-commercialized and that it has relinquished its control over programming to agencies and advertisers, Mr. Swezey said he would be naive not to admit that the advertiser has a tremendous influence in American radio today. How could it be otherwise? he asked. "The advertiser's dollar is the life blood

(*Continued on page 36*)

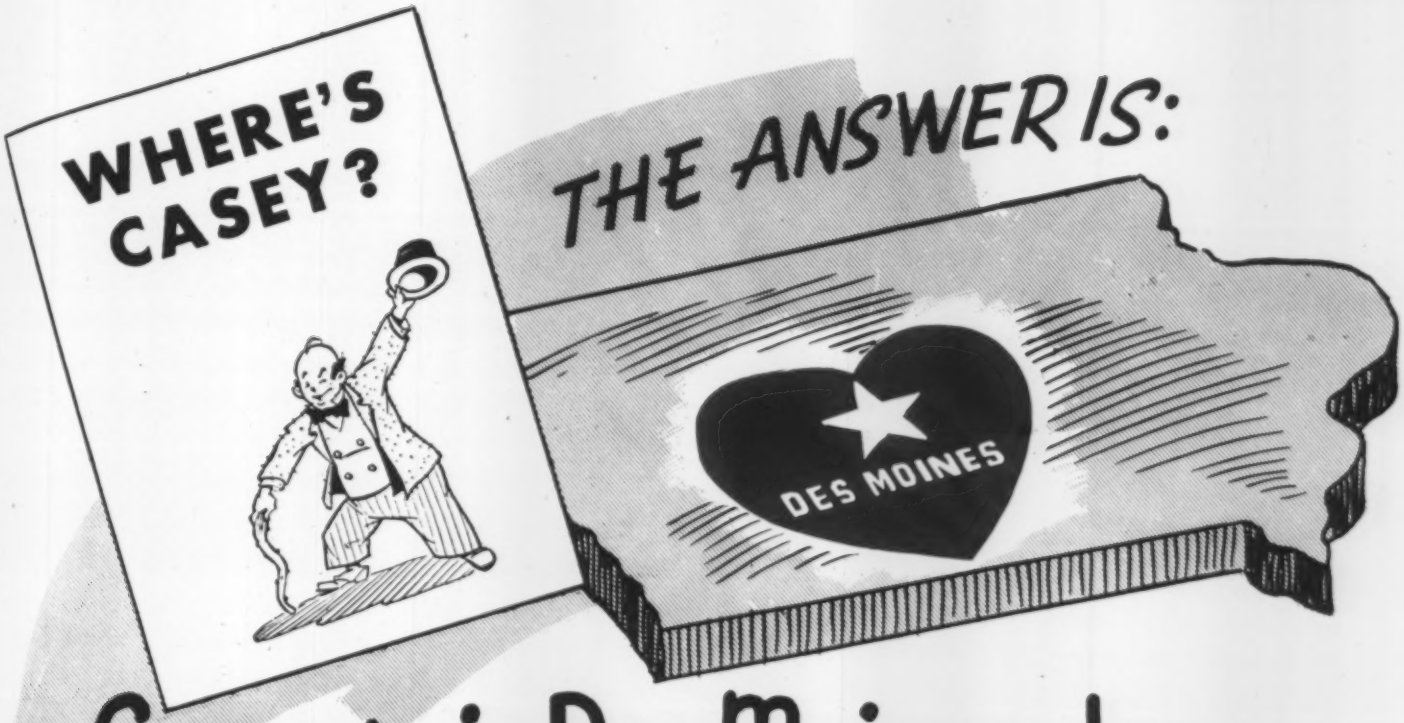
Radio Station WEDO

PITTSBURGH - McKEESPORT, PA.

has joined the
Burke, Kuipers and Mahoney
list of radio stations for
Agency, Advertiser, and Distributor contacts
as well as
Promotion and Merchandising Counsel.

Burke, Kuipers and Mahoney, Inc.

New York—420 Lexington Ave.
Chicago—203 N. Wabash Ave.
Atlanta—1220 Rhodes-Haverty Bldg.
Oklahoma City—558 First National Bldg.
Dallas—807 Southwestern Life Bldg.
Los Angeles—607 S. Hill St.
San Francisco—300 Montgomery St.



Casey's in Des Moines, Iowa

winning friends and influencing people!

KCBC SURVEY
2,000 Listeners Asked What Type Programs They Like

KCBC, owned by Capital City Broadcasting Co. which is not in operation at Des Moines on 1390 kc, has conducted a house-to-house survey of potential listeners to determine what type of programming it will have, Sidney J. Pearlman, station manager, announces.

Four staff announcers were dispatched to make personal calls to more than 2,000 Des Moines area homes. They found that music was first choice with 71.1% of the persons interviewed, and consequently more than half of KCBC's programs are all music or combination music-talk, Mr. Pearlman says.

Second choice showed 43.8% for news, with comedy-variety and drama shows following closely. Here, too, the station adjusted its programming to the demand. Daytime serials represented the type of program most disliked, with 47.4% of the interviewees saying they were the least popular.

Every Radio Mag Printed Casey's Programming Story. This Clip Is from Broadcasting

Yes, Casey Beecey (or KCBC, if you prefer) is going places in Des Moines. He's young, and out to do a job.

For instance, Casey didn't just go on the air on the assumption that listenership was automatic. He went around and asked people (see clip) what kind of programs they wanted. Having found out what people wanted, Casey obliged by putting it on the air.

Add this sound, local programming to Mutual's top features and you have Casey's recipe for more for your dollar in Des Moines . . . Iowa's first and largest retail market.

KCBC
DES MOINES, IOWA
1390 KC • 1000 W
Basic Mutual

Represented Nationally by:
THE BURN-SMITH CO.
Chicago, New York, Los Angeles

Will the
buyers' market
mean
media schedule changes
this summer?

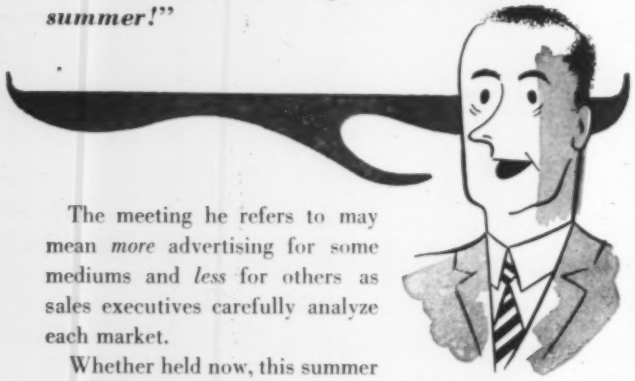
What will the arrival of a real buyers' market this summer mean to the media schedules of national advertisers?

Sales executives tell us that competition is returning fast—industry by industry. There is general agreement that this trend will be accelerated throughout the summer and fall.

How will the advent of real consumer resistance affect your customers and prospects?

Here's a typical reaction from a top sales official:

"As soon as salesmen, dealers and distributors give me concrete evidence of a buyers' market, I'll call a meeting to re-evaluate our entire sales and advertising program — I'm almost afraid to plan a vacation this summer!"



The meeting he refers to may mean *more* advertising for some mediums and *less* for others as sales executives carefully analyze each market.

Whether held now, this summer or next fall, these will be meetings your salesmen would like to get into . . . but probably can't. The only answer is to keep your story *always* fresh in the minds of these key sales executives through a consistent advertising campaign in SALES MANAGEMENT—the nation's only sales magazine.

Radio Advertising's Time Shuffle Worry A Little Less in 1947, Survey Indicates

DAYLIGHT SAVING time semi-annual headache to radio and the advertising industry, is not being observed to quite the same extent this year as it was during the summer of 1946, the Commerce and Industry Assn. of New York Inc. has concluded after making a nationwide survey of states and cities.

Among facts which have led to this conclusion are the following:

Clocks were advanced an hour in several communities in Florida, Louisiana and West Virginia last year, but no towns in these states have reported that daylight saving time has been adopted for 1947.

At the beginning of the 1946 season some towns in Kentucky announced they were going on daylight saving time, but since then standard time has been made official throughout the state.

In Iowa, where both Clinton and Dubuque were on daylight time last year, only Clinton is on fast time this summer.

In Wisconsin a referendum on the adoption of dayilght time resulted in a substantial majority against the proposition.

Twenty-nine states reported that they either had adopted standard time throughout the year by law or that none of their municipalities had indicated an intention to observe daylight saving. These states are: Alabama, Arizona, Arkansas, California, Colorado, Florida, Georgia, Idaho, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, South Carolina, South Dakota, Texas, Utah, Washington, West Virginia, Wisconsin and Wyoming.

In a number of other states, notably in the East and Middle West, the question of daylight saving time is left to individual communities. The local option states include Delaware, Illinois, Indiana, Iowa, Maryland, Michigan, Missouri, New York, Ohio, Pennsylvania, Tennessee, Vermont, and Virginia.

New England Status

In Rhode Island, where general observance has been the rule for several years, daylight saving time was made official by an act approved April 24, 1946. Three other New England states—Connecticut Massachusetts and New Hampshire—are officially on daylight time until Sept. 28, as in New Jersey. Observance will be general throughout Maine also, but on an unofficial basis, the Commerce and Industry Assn. reported.

Bills on daylight saving were reported to be pending in the legislature of California, Florida, Illinois and Minnesota.

British Columbia's legislature has made fast time effective throughout the province until Oct. 26. A number of communities in seven other Canadian provinces —Ontario, Quebec, Saskatchewan, Alberta, Manitoba, New Brunswick and Nova Scotia—report that they will observe daylight saving until Sept. 28.

New Station at Scranton, WSCR, Due on Air May 11

WSCR was scheduled to take the air yesterday (May 11) as a 1-kw independent daytime outlet on 1000 kc at Scranton, Pa. Dahl W. Mack, owner of the Scranton Radio and Television Supply Co., is general manager and head of the licensee firm, Lackawanna Valley Broadcasting Co. [BROADCASTING, May 5]. Eugene L. Burke, Arlington, Va., is vice president and James J. Doherty, Scranton, secretary-treasurer.

Commercial manager is Joseph W. Dobbs, formerly at WARM Scranton. Frank P. Mansuy, most recently with WENY Elmira, N. Y., is program director. The chief engineer is Malcolm MacMillan, previously with General Electric Corp. and Altec Service Corp., Pittsburgh.

WSCR studios are at 116 Adams Ave.; transmitter is at 1520 N. Keyser Ave. Raytheon equipment and a Lingo tower have been installed. Walker Co. is national representative.

WCAC (FM) On Air

WCAC Anderson, S. C., FM station with studios at Anderson College and Clemson College, is now on the air six hours daily. Owned by Wilton E. Hall who also owns WAIM Anderson and publishes *Anderson Independent* and *Daily Mail*, WCAC is broadcasting mostly sports and musical programs on 103.5 mc ERP 33.2 kw. According to Mr. Hall, WCAC plans to broadcast games of Anderson's Class B baseball team nightly.

Wolverine Network New Manager Is Joe Hooker

APPOINTMENT of Joe Hooker, Michigan wartime newscaster, as manager of the Wolverine Network, with headquarters in Grand Rapids, Mich., has been announced by Roy C. Kelley, Wolverine president.

Mr. Hooker

Mr. Hooker's radio career began in the middle 1930's in association with the late Frank McCullough and Robert Hood Bowers at Radio City, New York. Since then he has been active in radio sales, production and broadcasting, including major network experience.

You can't cover California's **Bonanza Beeline** without on-the-spot radio

Why? Because the Beeline market—California's great central valleys plus the neighboring Reno sector—is almost completely surrounded by high mountains. So outside radio stations just can't get in there with a strong enough signal to sell.

Only with *on-the-spot radio* can you catch the ear of prosperous Beeline people, whose total retail purchases annually run nearly as high as all of Florida's.†

The five BEELINE stations are located right *in* the Beeline's major selling centers. Together, these stations deliver by far the best available radio coverage of this whole bonanza market. Furthermore, each is the favorite station in its own bailiwick. KOH, Reno, for example, has by far the major share of the local audience day and night. Buy the BEELINE stations the way you want—as a group or individually.

†*Sales Management's 1946 Copyrighted Survey*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA — PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Registration and Pictorial Highlights of NAB Area F Meeting

(Story on May 1-2 proceedings at Birmingham in BROADCASTING *May 5)*

A

Dave Achor, WBLJ; E. A. Alburty, WHBQ; H. V. Anderson, WJBO; Sam W. Anderson, KFFA; Ed Appler, KTHS; Bill Arnold, WBLJ; Bob Atherton, KWHK; G. P. Atkins, WAPI.

B

James E. Bailey, WAGA; Kenneth H. Baker, NAB; Bert Banks, WTBC; Charles G. Baskerville, WFLA; Fred M. Bell, KATZ; F. D. Binns, WLAC; F. W. Borton WQAM; Ruth Braden, WSBR; Jack Brandstetter, WSIR; Leslie R. Brooks, WTJS; John B. Browning, WSPB; Vic Buisset, WLOF; Andrew W. Burnett; F. E. Busby, WKRG; Franklin L. Bush, WMFT.

C

Don D. Campbell, WBRC; Frank Cason, WSB; Ted Chapman WJHP; Robert M. Claflin, WGAP; Wilton E. Cobb, WMAZ; Charles C. Coleman; J. M. Collins, ASCAP; Lave Conlee, WHBQ; Leslie W. Connor, WBRC; Bill Covington, WCOV; Houston Cox Jr., WCLE; Frank (Red) Cross, WMAZ; Harry E. Cummings, WIOD.

D

Harben Daniel, WSAV; Dan Denny, NBC; R. P. Doherty, NAB; W. Ward Dorrell, Hooper; Jack M. Draughon, WSIX; Louis R. Draughon, WSIX; E. J. Duke, WGWC; L. J. Duncan, WRLD; Winston S. Dustin, WSM.

E

John W. Edwards, KAMC; Edwin H. Estes, WMOB; Bob Evans, WELO.

F

Hugh Feltis, BMB; Miles Ferguson, WRLD; Julian A. Flint, WSGN; Mortimer H. Freeman, Atlanta Attorney; J. A. Frohock, WSUN; John Fulton, WGST.

G

Frank Gaither, WSB; Charles Godwin, MBS; Cliff Goodman, WMC; Bill Graham, WSM; Walter Graham, WBML; Archie S. Grinalds, WMOB.

H

Julian F. Haas, KARK; Kolin Hager, SESAC; G. P. Hamaun, WBRC; Wiley P. Harris, WSDX; John P. Hart, WBIR; Ralph S. Hatcher, CBS; Carl Haverlin, BMI; P. B. Hinman, WROX; Ed. J. Hennessy, WRBL; Meldon Herrin, WCCP; Regis V. Hobbs, WKRM; Thad Holt, WAPI; H. H. Holtshouser, CBS; F. Marion Hyatt, WJHO.

I

Robert L. Irwin, New York Attorney.

J

Jimmy Jobes, KHOZ; Henry P. Johnston, WSGN; Mr. and Mrs. Hugh O. Jones, WGCM; Q. W. Jones, WQBC; C. P. Joyce, IEC.

K

Sam W. Kane, WATL; Bob Keller; D. M. Kelly Jr., WGAC; W. J. Keown, WOOB; Stanton P. Kettler, WGBS; Frank King, WMBR; Harold R. Krelstein, WMPS.

L

C. A. Lacey, WRBC; Harry Lebrum, WMPS; James M. Legate, WIOD; Ira Leslie WBRC; Maury Long, BROADCASTING.

M

Atto Martin, WKPT; Ken Marsh, WJHL; Glenn Marshall Jr., WFOY; Reggie Martin, WFTL; H. R. Mason, AP; W. H. McCain, WAGA; Patt McDonald, WHHM; Francis X. McDonough, New York Attorney; Joseph H. McGillvra, Station Rep.; R. M. McKay, WKRM; R. M. McKay Jr., WKRM; Emmet H. McMurry, WJPR; Bob McRaney, WCBI; Justin Miller, NAB; L. S. Mitchell, WDAE; Fred Mizer, WQAM; W. Newton Morris, WMLT; Edwin Mullins, WLAG.

N

Linnea Nelson, J. Walter Thompson; Ed Norton, WAPI.

Paul Oliphant, WLAC; John M. Outler Jr., WSG; James T. Ownby, WCTA.

P

Carter M. Parham, WDOD; B. J. Parrish, KOTN; Mather Payne, WRGA; Frank Pellegrin, NAB; C. P. Persons Jr., WAPI; Carter C. Peterson, WCCP; Charles Pittman, WBML; Eugene M. Plumstead, WSGN; E. Pornelle, WHBQ; G. O. Privett WAPI; Mr. and Mrs. John L. Prosser, WKAT; Louise Patterson Pursley, WKAB; C. L. Pursley, WKAB.

Q

Happy Quarles, WRGA.

R

Glenn Ramsey, AP; Jack Rathbun, WCOA; Louis Read, WWL; O. C. Redfern, WLAR; John Reese WROL; George Reynolds, WSM; Jack Rice, IRC; R. W. Rounsaville, WBAC; A. B. Rouse, WJHP.

S

Albert H. Sanders Jr., WMAZ; H. C. Schultz, WFEB; Dan Schmidt III, NBC; Charles E. Selferd, KHOZ; L. M. Sepaugh, WSLI; Thomas Sewell, WMGY; James Sheehy, WHAS; Alex Sherwood, Standard Radio; Douglas Sliver, WIRA; H. W. Slovick, WMC; David E. Smiley, WDAE; Chestry J. Smith, WKRM; Earl Smith, WLCS; Hugh M. Smith, WLAU; F. C. Sowell, WLAC; Julian C. Smith, WAGF; Ken Sparnon, BMI; Walter Speight, WHOO; John W. Spottswood, WKWF; Jack Stapp, WSM; Harry Stone, WSM; W. H. Summerville, WWL.

T

John Thayer, WAPI; Norma A. Thomas, WDOD; Gene Tibbett, WMOX; M. K. Toalson, WSB; John W. Tobola, WAYX.

U

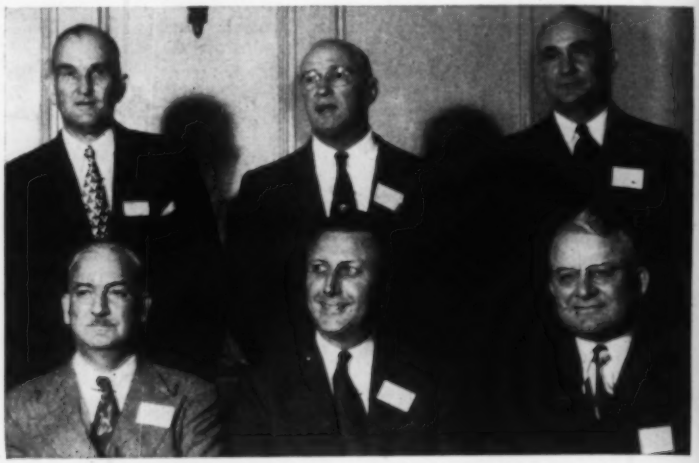
Dean R. Upson, KWKH.

V

Tom Vassy, WMLT.

W

Granville Walters, WAML; S. O. Ward, WLAK; Fred Watkins, KWKH; Phil J. Weaver, WKPT; Harry J. Webb, KFFA; Hugh Webb, WFEB; Fred Weber, WDSU; Ralph Wentworth, BMI; Harold Wheelahan, WSMB; Stanle. Whitaker, UP; A. D. Willard Jr., NAB; Jack Williams, WAYX; Jack Woiever, KTHS; Jim Woodruff Jr., WRBL; Hoyt B. Wooten, WREC; Roy Wooten, WREC; S. D. Wooten Jr., WREC; C. J. Chuck Wright, WFOR.



BIRMINGHAM contingent welcomes outgoing and incoming directors. Seated (l to r): Howell Cobb, WBRC; Henry Johnston, WSGN, newly-elected director of District 5; Ed Norton, WAPI. Standing, Wiley Harris, WJDX Jackson, Miss., District 6 director; Fred Borton, WQAM Miami, retiring District 5 director; Thad Holt, WAPI.

BMB AND NAB chieftains group with District delegates (l to r): Seated, Charles Baskerville, WFLA; Harben Daniel, WSAV; Judge Justin Miller, NAB; Ted Chapeau, WJHP; Louis Read, WWL. Standing, James LeGate, WIOD; Julian Haas, KARK; Hugh Feltis, BMB; Jack Draughon, WSIX; Stanton Kettler, WGBS.

NORTHERN DELEGATES and Dixie broadcasters at last week's sessions included (l to r): Leslie Connor, WBRC; John Outler, WSB; Ruth Braden, WSBR; Jack Williams WAYX; Linnea Nelson, J. Walter Thompson Co., New York; James Woodruff Jr., WRBL. Standing, Dean Upson, KWKH; Frank Pellegrin, NAB; Harry Stone, WSM; O. W. Jones, WQBC; C. O. Langlois, Lang-Worth Inc., New York; Happy Quarles, WRGA; Frank King, WMBR.

KRKN Fort Smith, Ark. 250-w Outlet Dedicated

KRKN Fort Smith, 250-w full-time independent on 1230 kc, was formally dedicated last month with an 18-hour program schedule.

Licensed to the Arkansas-Oklahoma Broadcasting Corp., KRKN'S station manager is G. R. Wood. C. B. Randall is presiddent of the firm, which also holds a conditional FM grant.

WRFS Plans Start

WRFS plans to take the air late this month as a 1-kw outlet on 1050 kc at Alexander City, Ala., Lem Coley, president and general manager of the licensee, Piedmont Service Corp., announces. Station will serve a textile industry market which has no local daily newspaper. Officers of Piedmont Service, in addition to Mr. Coley, are Julia C. Duncan, vice president, and J. C. Henderson, secretary. Mrs. P. B. Yeargan is assistant to the general manager, and James W. Whatley is chief engineer. Tom Jones heads the announcing staff.

Swezey

(Continued from page 32)

of American broadcasting." He then emphasized that he knew of no radio network or station which has surrendered its supervisory authority over programming to its advertisers or agencies. "As a matter of fact," he said, "we are generally criticized for too stringently enforcing that authority."

Radio, Mr. Swezey believes, would be at fault if it failed to see the obvious shotcomings of the industry and to do everything it can to correct them. "On the other hand," he told his Advertising Club audience, "we would be equally at fault if we permitted ourselves to be terrorized by the threats and criticisms of the few, be they bureaucrats, intellectuals or organized minorities, to the extent that we would surrender to them the control of the air which we hold in custodianship for the American people."

In Mr. Swezey's opinion "freedom of the air is no less sacred to the American people or to any other people than freedom of the press . . . As a matter of fact," he observed, "it becomes more important year by year and, with technological developments, there will probably be a not-too-distant time in which freedom of the air and freedom of the press become one freedom. Eternal vigilance is the price of freedom, whether it be the air, the press, religion or life itself."

Paul White Book

PAUL WHITE's textbook *News on the Air* will be published by Harcourt-Brace June 1 and by mid-August in a trade edition. Volume by the former CBS news chief was prepared for use by journalism schools and written "radio style" so it may be read aloud.

New home of WGN, WGNA (*Television*) *and* WGNB (*FM*)... *now under construction.*

WGN

Chicago's best known radio station proudly reports on its official Broadcast Measurement Bureau* station audience . . . highlighted by:

829 nighttime counties in 26 states

433 daytime counties in 13 states

231 nighttime counties exceeding 50% coverage

210 daytime counties exceeding 50% coverage

AND . . .

of *all* counties exceeding 50% coverage WGN has *31% more* during the day and *13% more* at night than any other Chicago station.

**a non-profit cooperative formed by the AAAA, ANA and NAB to measure radio station and network audiences on a uniform basis.*

COPYRIGHT 1946
BROADCAST MEASUREMENT

WGN

Chicago 11, Illinois

720 kc • 50,000 Watts

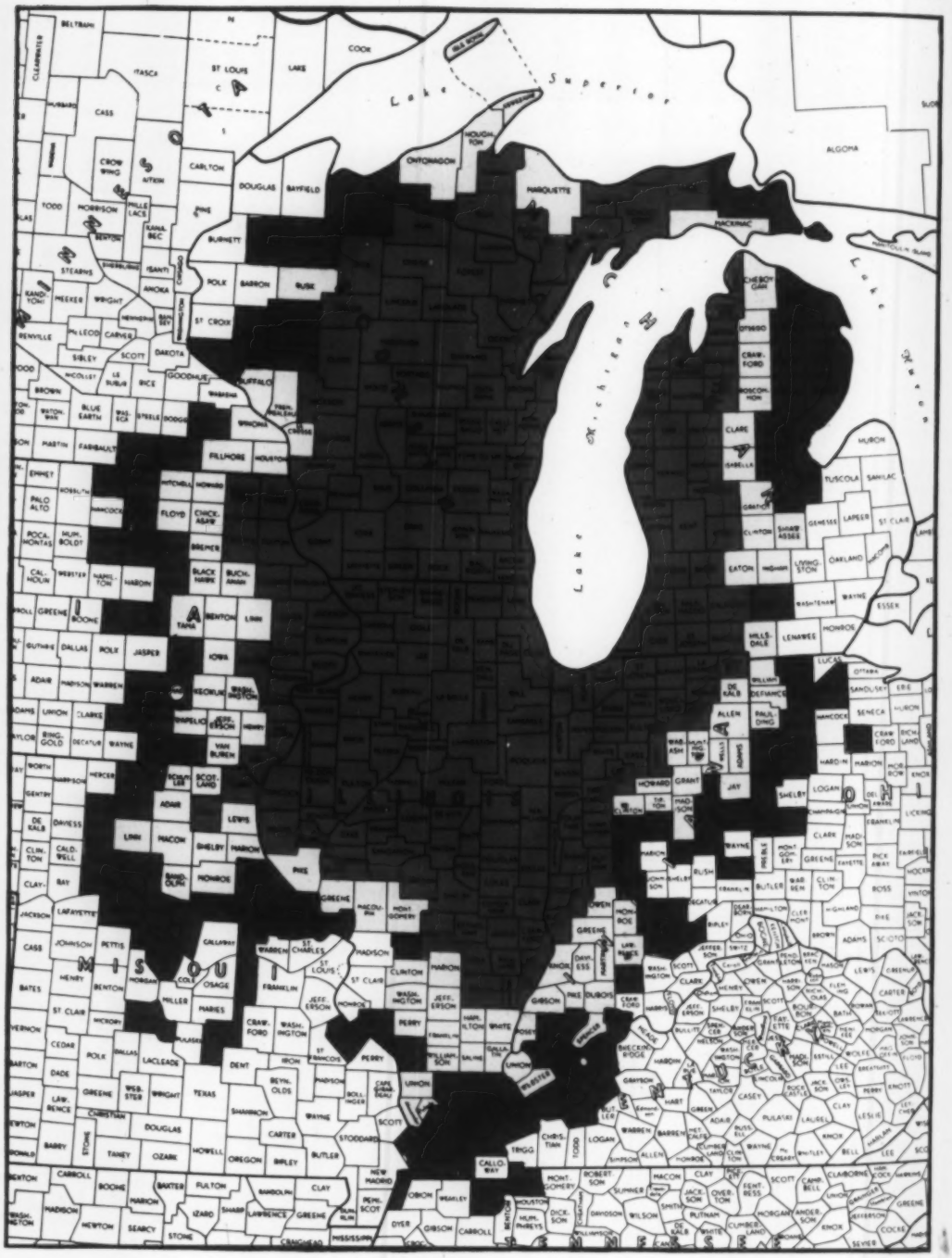
Map Definition

WGN audience maps, based on BMB study of March, 1946, show all counties in which 10% or more of the radio families listen to WGN at least once a week.

50% to 100% coverage

25% to 50% coverage

10% to 25% coverage



DAYTIME AUDIENCE BY LEVELS

Level	*Daytime Families*	*BMB Station Audience*
50% to 100%	3,517,120	2,506,710
25% to 50%	767,110	253,500
10% to 25%	747,250	123,140
TOTALS	5,031,480	2,883,350

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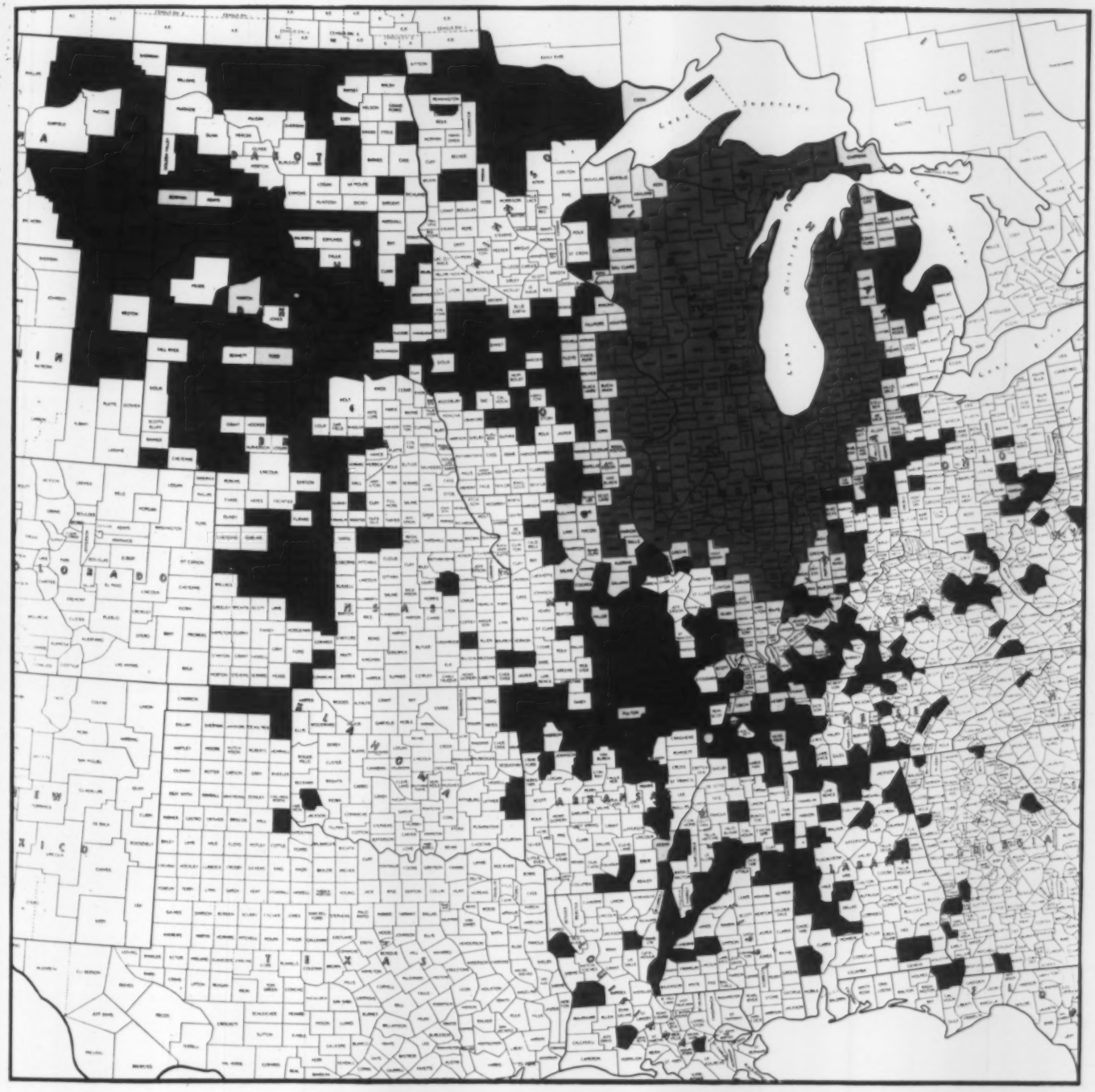

NIGHTTIME AUDIENCE BY LEVELS

Level	*Nighttime Families*	*BMB Station Audience*
50% to 100%	3,670,250	2,856,190
25% to 50%	725,160	267,850
10% to 25%	1,860,520	277,350
TOTALS	6,255,930	3,401,390

Additional Area Facts of Interest

POPULATION AND EFFECTIVE BUYING INCOME* IN THE WGN COMPREHENSIVE (OVER 50%) AREA

State	*Population*	*Effective Buying Income*
Illinois	6,644,500	$ 9,422,969,000.00
Indiana	1,206,300	1,443,019,000.00
Iowa	483,500	558,026,000.00
Michigan	1,215,300	1,524,868,000.00
Missouri	16,000	8,546,000.00
Wisconsin	2,525,200	2,963,807,000.00
	12,090,800	$15,917,235,000.00

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AUDIENCE BY DECILES

Daytime

% BMB Penetration	*No. of Counties*	*Families Daytime Audience*
90%-100%	1	11,290
80%-89%	33	262,520
70%-79%	89	1,562,370
60%-69%	57	530,580
50%-59%	30	139,950
40%-49%	34	100,340
30%-39%	47	116,910
20%-29%	53	77,820
10%-19%	89	81,510
TOTALS	433	2,883,350

Nighttime

% BMB Penetration	*No. of Counties*	*Families Nighttime Audience*
90%-100%	7	73,100
80%-89%	91	1,844,440
70%-79%	57	520,700
60%-69%	45	296,040
50%-59%	31	121,910
40%-49%	35	80,140
30%-39%	62	147,310
20%-29%	103	94,560
10%-19%	398	223,190
TOTALS	829	3,401,390

WGN reaches 33 cities of over 50,000 population . . . and covers 22, or ⅔ of them, above the 50% level. A complete breakdown of all cities with over 5000 radio families as well as a study of counties by states at the 3 levels is available upon request to WGN's Sales Promotion Department. We will also furnish BMB reprints upon request.

'Dawn' Comes Up With Dull Thud

New Radio Novel Called Uninforming and Aimless

By EDWIN H. JAMES

AURORA DAWN, by Herman Wouk, Simon & Schuster, New York, $2.75.

THE WRITING of inartistic but earnest novels which draw and quarter advertising practices and practitioners has become irresistible to such a number of the young and restless, all brooding in the unsettled wake of war, that it seems likely to develop the dimensions of a cult. It may be that the period, 1946 and 1947 will come to be as celebrated for this manifestation of mental turbulence as were the '20s for mah jong or the early '30s for pee-wee golf.

The author of *Aurora Dawn*, is quite properly self-conscious of his own temerity to contribute another volume to this growing library of melancholia. In a preface dated July 1946, he notes 'the recent publication of more than one novel intended to expose the inner workings of the advertising industry, which this story may be said to resemble in setting and certain points of detail, though not, surely, in matter or manner." But he hastens to explain that he began the book while serving abroad a destroyer-minesweeper in the Solomons in 1943, presumably before others who were to beat him to the publishers had laid finger to typewriter.

Saved, But Why?

A publishers' note about the author adds the information that the incomplete manuscript of *Aurora Dawn* was saved from the subsequent wreck of his ship off Okinawa. That was possibly the most imprudent salvage of the war.

Herman Wouk, the author, has ignored the latest 200 years of progress in the novel as a literary form to produce a work which even his publishers, in a dust jacket assessment, confess "does sound at times as if it had been written with an ostrich quill in an eighteenth-century coffee shop." By attempting to imitate the discursive style that was popular in his great-great-great-grandfather's time, Mr. Wouk succeeds only in coagulating a thick, gummy prose. A passage from the beginning of a chapter is illustrative:

"Natural philosophy has reached a stage of progress at which it can predict with confidence that the mixing of certain substances will produce a material capable of detonating, to the detriment of the persistence of life and property within a known radius."

There is doubt that such a sentence would have been admired even in the verbose society of eighteenth-century Fleet St. where two words were preferred to one and the comma was regarded more favorably than the period.

Often Mr. Wouk is not only diffuse but also coy. He writes, in reference to a soap tycoon who is subject to profane tempers: "The reader is reminded that all quotations of Mr. Marquis' conversation are inaccurate in so far as they have been pruned of certain interjections which ladies and children could not possibly understand. Color and emphasis are lessened thereby. On the other hand, this volume may be safely left in parlors frequented by youngsters who have learned to read but not to discriminate."

Mr. Wouk, your greater concern ought to have been for those readers whose discriminatory powers are grown beyond infancy.

It is perhaps revelatory to recall that Mr. Wouk, who before the war was a contributor to the Fred Allen show and, since it, to the *Kraft Music Hall* and other programs of no more serious substance, comes to the novel fresh from a career in gag-writing, an atmosphere which is not distinguished as an incubator of literary talent. His recourse to what he assumes to be the somewhat broader school of early English fiction may constitute a revolt against the necessarily limited framework in which a radio comedy writer performs. So determined has been his withdrawal from his native state that he nervously shies from betraying himself by the use of any techniques with which he is familiar. He even shuns dialogue, a form in which his radio work ought to have made him rather proficient.

At one point, for example, Mr. Wouk conducts those readers hardy enough to have survived the first two chapters into what promises to be a dramatic reconciliation scene between the hero and the heroine, only to duck into the nearest hole at the last moment with the less than courageous excuse, "Must we record exactly what Andrew says to her in this interview?" Having earlier left the readers to devise much of the plot and action out of their own imaginations, Mr. Wouk's escape here is no new imposition.

Title Is Name of Soap

In summarizing Mr. Wouk's book, an effort which BROADCASTING undertakes as a public service to subscribers, thus saving the time which they might otherwise squander by reading the book, it ought to be pointed out at the outset that *Aurora Dawn* is not the name of a female, as might be expected, but of a roseate soap ("There Is Nothing Purer Than the Dawn—and the Dawn Is PINK)."

After finishing the novel, this reviewer had a clearer understanding of the nature of Aurora Dawn than of any of the characters, but will describe the latter briefly, sketchy as his impressions of them are:

Andrew Reale, a promising junior executive in the sales department of the Republic Broadcasting Co., is engaged to Honey Beaton, an Albuquerque, N. M., beauty who now is a successful model in New York. Miss Beaton, however lovely, has a rival for Mr. Reale's affections, namely Mr. Reale.

In the first chapter, while on a train, Mr. Reale encounters an enamelled juvenile toward whom he suddenly acquires the closest thing to passion that occurs in the explain that this parlor car debutante turns out later to be the daughter of Talmadge Marquis, the irascible and domineering owner of Aurora Dawn, and a valued client of Mr. Beale's network. In fact, by curious coincidence, Mr. Beale is bound on a mission for Mr. Marquis when he meets the tycoon's daughter. Mr. Beale is en route to engage the services of one Father Stanfield, a rustic cleric whose homely broadcasts are to become the greatest attraction in radio.

Without remarking in detail on the numerous coincidences and devices which Mr. Wouk uses to tell his story, such as it is, it may be said simply that Andrew eventually jilts Honey for Carol Marquis (for that is the tycoon's daughter's name), and Honey marries Stephen English, a millionaire banker, but consummation of the union is fortuitiously prevented by their involvement in an automobile accident en route from the church. Carol jilts Andrew to marry an artist. Andrew suffers a restoration and finally marries Honey whose marriage to the banker has meanwhile been annulled.

Tirade on Radio

Throughout, Mr. Marquis exists mostly in a high rage, particularly during what must be presumed to be a crisis in the book, when Father Stanfield insists on broadcasting a tirade against radio advertising, which is Mr. Wouk's device of getting his own sentiments on paper. Grovill and Leach, the partners in the agency which handles the Aurora Dawn account, are traditionally neurotic, Mr. Reale is opportunistic, Mr. Marquis apoplectic. Does this have the ring of something you have read before?

Andrew and Honey finally move to her uncle's ranch in New Mexico where they spawn children and presumably live happily ever after.

The plot would be thin enough even if managed by a talented writer. Mr. Wouk has submerged it so completely beneath his familiar essays that it scarcely is discernible. Indeed Mr. Wouk finds it necessary to excuse his excursions into impertinence midway through the book:

". . . I say here (being minded of it by the reference, in the last chapter, to Aristotle) that I do not expect the kindest critic to mistake such scraps of learning for scholarship. Every author is entitled to take his hobby-horse for a brief canter now and then; mine is a partiality toward the ancients among whose useless works I like to wander like an ignorant tourist in the Acropolis."

Mr. Wouk is presumptuous to invite everyone to join him in his uninforming and aimless strolling through the tombs.

MILKING CEREMONY in a giant DC-3 cabin cruiser plane 10,000 feet above Atlanta was broadcast over WGST, CBS Atlanta outlet. Taking his cue from the fairy tale about the cow jumping over the moon, Richard Hull, president of Irvindale Dairies Inc., Atlanta, decided to see how "Minnie Quarts," the cow pictured above, would react when milked at that altitude. He also had in mind the publicity value of the stunt, which was publicized in advance in all public schools, where Minnie, who has her own air-conditioned trailer, is a regular visitor. Jack Colby, WGST announcer, reporting the experiment from the DC-3, said Minnie was a bit bewildered at first, but her regular milk quantity was only slightly decreased by nervous reaction.

Mort Adams Will Direct Flexnit Sales Promotion

MORT ADAMS, former vice president in charge of station relations for the Keystone Broadcasting Co., New York, and prior to that research consultant with Ross Federal Research Corp., has been appointed director of advertising and sales promotion for the Flexnit Co. Inc., New York, (makers of Flexnit youth foundations and Utilastic packaged elastic braid).

Mr. Adams

With national advertising and distribution on Flexnit foundation being expanded rapidly, Mr. Adams will coordinate and direct all advertising and sales promotion activities. Under his direction Flexnit Co. is planning to use spot radio in several major markets.

'Flash' Replacement

SUMMER REPLACEMENT for *Quick As a Flash* sponsored by Helbros Watch Co., New York, Sundays 5:30-6 p. m. on MBS will be *Abbot Mysteries*, for 13 weeks. William Weintraub Co., New York, is agency.

Chicago Programs Win 15 Awards In Annual Advertising Contest

SIXTY-ONE AWARDS for excellence in advertising were made May 8 by the Chicago Advertising Club in its fifth annual Advertising Competition. Chicago radio programs garnered 15 citations, ranging from spot announcements to Chicago-originated network programs.

The radio awards were as follows:

Best spot announcement series: Atlas Brewing Co. (through Olian Advertising Co.) tied with Swift & Co. (through J. Walter Thompson). Honorable mention: Black and White stores (through Kuttner & Kuttner) and Bisceglia Bros. Wine Co. (through Olian Advertising).

Best drama, network program: *World's Great Novels*, NBC.

Best drama, local program: *The Echo* (Peter Hand Brewing Co.). WBBM.

Best public service, local: *Man and the Atomic Age*, WENR.

Music and variety, network: *The Breakfast Club* (Swift & Co.), ABC. Agency: J. Walter Thompson.

Best music and variety, local: *Song Title Time* (Salerno-Megowen Biscuit Co.). Agency: Schwimmer & Scott.

Special award: *Quiz Kids* (Miles Laboratories). Agency: Wade Advertising.

Special favorable notice: *News-on-the-Spot*, NBC.

Special mention for outstanding radio advertising merit also was made to three other Chicago programs: *Bob Elson on the 20th Century* (Consolidated Royal Chemical Corp.), agency, Arthur Meyerhoff & Co.; *Telephone Quiz* (Hirsch Clothing Co.), agency, Schwimmer & Scott, and *Gold Coast Rhythms*, WBBM.

A jury of 50 prominent advertising executives under the chairmanship of Douglas M. Smith, executive art director for the Buchen Co., selected the winning entries from a field of 442 contestants. Awards were announced at a luncheon at Hotel Continental.

Miles Laboratories Inc. Elects Its New Officers

NEW OFFICERS of Miles Laboratories Inc. (Alka-Seltzer), Elkhart, Ind., were elected at a meeting of the firm's directors April 24. Charles S. Beardsley, who joined the firm in 1926 and became a director in 1934, was named chairman of the board. He served as president of the corporation 1944-1947.

Mr. Beardsley

Walter R. Beardsley, with Miles Laboratories since 1930 and vice president and director since 1933, was elected president, while Edward H. Beardsley, a former Indiana state senator, was made executive vice president. Edward H. Beardsley also has been with the firm since 1930 and a director since 1936. He became general manager in 1938.

Other officers elected were: Francis E. Compton, vice president; Dr. Walter A. Compton, vice president in charge of medical and research; William E. Koerting, vice president in charge of foreign sales; Walter E. Lerner, secretary; Franklin B. Miles, treasurer; John A. Cawley, assistant secretary; Robert L. Grant, assistant treasurer.

AP Names Kany

HOWARD L. KANY, former news photo editor for the Associated Press in Washington, has been named AP radio representative in the nation's capital. Announcement was made by Paul Miller, assistant general manager and Washington bureau manager of AP.

Realigning General Foods Sales Setup

McGowan and Dare Promoted As Fifth Region Is Added

Mr. McGowan

Mr. Dare

THE GENERAL FOODS Sales Division will now operate with five principal regions instead of four, with the Southeastern and Southwestern regions created from Southern and Central divisions.

Paul E. McGowan, former district sales manager in Jacksonville, Fla., has been appointed Southwestern sales manager, and C. J. Dare, former district sales manager in Philadelphia, has been named Western sales manager, succeeding Richard Moulton who now heads the corporation's Marketing Research Division. J. E. Zipf, who formerly headed the Southern region, will be Southeastern sales manager. George Black remains Central sales manager.

Edward L. Johnson, former sales and advertising manager for Gaines Dog Food, has been appointed district sales manager in Philadelphia. J. C. Temple, former assistant district sales manager in Dallas, has been named district sales manager in Jacksonville.

Fordham U. Commercial Radio Series Concludes

THE SERIES of lectures on commercial radio inaugurated last fall at Fordham U., Bronx, New York, will conclude during this month with five leading figures in radio and advertising appearing as guest speakers, it was announced last week by William A. Coleman, director, radio division, Dept. of Communication Arts, Fordham U.

Speakers and their topics are: Joseph A. Moran, vice president and associate director of radio, Young & Rubicam, New York, function and operation of a radio "package" agency; William Maloney, publicity director, BBDO, New York, radio publicity and promotion; Wyllis Cooper, radio writer and director, radio and television writing and production; Peter Hilton, vice president and account executive, Donahue & Coe, New York, agency client relations.

Doughnut Campaign

KRISPY KREME Doughnut Co., Winston-Salem, N. C., has appointed the Herman Halpern Advertising Co. of that city to handle its advertising. Radio spots, musical jingles, newspapers will be used.

WHBQ

We Hate Boorish Quidnunc*

MEMPHIS

Quidnunc—is "gossip" according to Webster

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.
—Memphis advertisers know Memphis media. Buy where they buy.

We stick to facts, for the facts are in our favor. Our long experience in the Memphis market has shown us the way to build radio sales for various types of clients. Put your sales message on the station that has the "know how" and proper promotions that change prospects into customers.

CALL W. H. BEECUE

RAMBEAU

New York • Chicago • Hollywood

THE GREEKS HAD A WAY FOR IT

In 490 B.C., news of Miltiades' victory over the Persians at Marathon was conveyed not only by runner, but also by flashes from the shields of Greek warriors.

This latter signal system was the primitive forerunner of the heliograph, but no code system for words had been found practical at that time. Naturally, delivery depended on weather and visibility.

Modern messages delivered by WCBM score a consistent and complete victory over both space and weather. That is why wise time buyers depend on this station to carry the good news of clients' products to the buying population of metropolitan Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

GOEBEL'S BEER SIGNS DETROIT BASEBALL TV

GOEBEL BREWING Co., Detroit, will begin exclusive sponsorship of Detroit Tiger baseball game telecasts on May 23, it was disclosed last week by Goebel's president, Edwin J. Anderson.

Carried by WWDT Detroit, the Tiger telecasts will constitute first commercially-sponsored video programs in the Michigan area. A Goebel representative said the firm expects to expand its baseball telecasting as other video stations begin operations in the vicinity.

Goebel also sponsors AM and FM broadcasts of the Tiger games and the Detroit Lions football games.

Hollywood Productions Opens Office in Chicago

FORMATION of Hollywood Productions Inc. with offices in Chicago was announced this week with R. S. Peterson, former business manager of Schwimmer & Scott Inc., as president.

Hollywood Productions Inc. will act as sales distributor for the entire library of Radio Productions of Hollywood, exclusive of the west coast. Executive vice-president of the new transcription firm is George Allen, president of Soundies Film Corp.

The firm will offer a library of 70 programs, consisting of over 5,000 sides worth, according to Peterson, between $3,000,000 and $4,000,000 on today's market. Chief property acquired by the firm, in addition to music, drama and variety programs, is the *Cinnamon Bear* series.

New Model TV Set

TELICON CORP. has announced its new Town Club model video receiver for bars, restaurants, clubs, etc. Set is a projection unit with a screen 24 by 18 inches, giving a viewing area of more than 400 square inches, which the company believes is the largest on the market. Cabinet is 73 inches high, 36 inches wide, 31½ inches deep. Receiver is equipped with a push-button channel selector. Set is priced at $1,995, carries a year's guarantee on the five-inch projection tube, 90-day guarantees on the other components.

WDRC Assignment

APPLICATION for assignment of license of WDRC and WDRC-FM Hartford, Conn., from WDRC Inc. to The Connecticut Broadcasting Co., parent firm, has been filed with FCC. Officers and ownership remain same and no money is involved in transaction. Connecticut Broadcasting principals are: Franklin M. Doolittle, president and treasurer, 60%; Italo A. Martino, vice president, 20%, and Walter B. Haase, secretary, 20%.

Evans Elected WRS President; Benoit, Conley Named to Board

Mr. Evans

Mr. Price

Mr. Benoit

Mr. Conley

WALTER EVANS, vice president and general manager of Westinghouse Radio Stations Inc. since 1939, has been elected president of the station subsidiary of Westinghouse Electric Corp. Elevation to the post "comes in recognition of his long and active association with the broadcasting industry," according to Gwilym A. Price, parent company president.

Westinghouse also announced amendment of the WRS by-laws to provide a chairman of the board, with Mr. Price appointed to the position. Mr. Evans continues as parent company vice president in charge of all radio activities.

Walter E. Benoit, WRS vice president, and J. B. Conley, station manager, have been elected to the WRS board.

Mr. Evans joined Westinghouse in 1921 as a radio operator at KYW, then in Chicago but now in Philadelphia. He served as chief engineer and general manager of KYW; superintendent of all radio operations in charge of technical matters, and vice president and general manager of the stations.

Since 1933 Mr. Evans has been in charge of all Westinghouse radio manufacturing. His responsibilities include industrial electronics, home radio and X-ray divisions of the parent company.

Mr. Benoit joined Westinghouse in 1916 as an auditor, becoming assistant to Mr. Evans in parent company divisions in 1944 and later that year becoming a WRS vice president. Mr. Conley has been WRS station manager since early last year, having joined Westinghouse in 1925. He has managed WOWO and WGL Fort Wayne, and KEX Portland, Ore.

CBS Shows Offered

SECOND issue of the new CBS program news letter mailed last week to agencies and advertisers lists two new dramatic programs, one news offering and a daytime program available for immediate sponsorship. They are: *Studio One*, heard Tuesdays, 9:30-10:30 p.m.; *CBS Is There*, of which audition recordings are available; *Quincy Howe Science News* heard Tuesdays, 6:15-6:30 p.m., and *Winner Take All*, heard 3:30-4 p.m., Mondays through Fridays, and Mondays, 7:30-8 p.m. Latter show is also available as quarter-hour period.

WKZO Line Cut

DIRECT LINE between WKZO Kalamazoo and its sister station, WJEF Grand Rapids, Mich. was cut May 1, the WKZO management has disclosed. However, phone company men rerouted the program line through other channels so that none of shows exchanged between two stations was interrupted. WKZO officials believe the line was sabotaged.

CASH DIVIDEND of 50 cents per share was declared by CBS on May 7 on the present class A and B stock of $2.50 par value.

CLOSE HARMONY is evident in this picture of tenor James Melton meeting a Hollywood sponsor-agency delegation connected with his *Harvest of Stars* show on NBC. With Mr. Melton (center) are (l to r): James Gaisford, Los Angeles branch manager, International Harvester farm equipment; Glan Heisch, agency producer; Larry Koenig, Los Angeles branch manager, International Harvester truck division; Neil Reagan, Hollywood radio director of McCann-Erickson, agency servicing International Harvester account.

WCOA Helps Band

PENSACOLA (Fla.) High School's band, district contest winner, was having difficulty raising enough money to go to Miami late last month for the state band tournament, but WCOA Pensacola came to the rescue. Station offered 28 quarter hours free over a two-week period, and a citizens' committee sold the time to Pensacola merchants. Each merchant purchasing time was allowed one commercial per show. The band or a portion of it played on most of the 28 free time periods, and $1,600, more than enough for the Miami trip, was raised.

HOPE SEEN FOR U. S. RADIO MEN IN U.S.S.R.

"A LITTLE PROGRESS" in the future of American broadcasting from Russia was reported by Henry Cassidy, NBC European news director, in a broadcast from Paris April 29.

Speaking from Paris for the first time since his return from Moscow, Mr. Cassidy said that though conference broadcasting privileges had been cancelled, "the Russians have agreed to re-examine the question of broadcasting and the three resident Moscow correspondents representing American networks have applied directly to Foreign Minister Molotov for permission to resume their work."

American commercial broadcasting, he recounted, came as a revelation to Radio Moscow's personnel who heard it on the two-way shortwave circuit. "They listened with appreciation to Lowell Thomas," he said, "they hummed the tunes of the *Supper Club* and they gasped at the quick switches of *News of the World*. But one thing puzzled them. They wanted to know what Alka Seltzer was (Mr. Cassidy's sponsor). I gave them a tube of it. They filled their glasses, dropped in a tablet, listened to it fizz, drank it down, and decided it's as good as Caucasian mineral water."

N. Y. Radio School

FIFTH term of the American Theatre Wing's radio division school for professional veterans of the entertainment industry begins May 26 for a 10-week term, with registration May 12-May 16. The production course is under the direction of Earle McGill, the writing courses under Elwood Hoffman and Charles Monroe. Radio acting courses will be offered by Alan Ward and Basil Loughrane. Roger Bowman gives the course in radio technique for singers.

Ken Miller surrounded by books which flooded his office.

Enchanted Hours!

Yes, millions of uncounted, enchanted hours!

That is what Ken Miller's "Assignment Southwest" program of March 11th will bring to hundreds of orphaned children this year, and next, and next, and next . . . for years and years to come! For, on that day, Ken told his thousands of listeners about the Whitaker State Orphan Home at Pryor, Oklahoma, where a library room *without books* robbed innocent little victims of broken homes of one of childhood's greatest delights — the fairyland of books! "Would each listener like to send just *one* book to KVOO to start filling this library?" That was Ken's question.

The answer: Over 8,000 books from 16 states! They came in an avalanche! Bright, new books—cherished, old books! In addition, over 4,000 magazines suitable for permanent reference arrived.

Just *one* broadcast at 6:15 P. M. did this! In that result we find proof of two things: the great humanity of folk, everywhere, and the ability of a great program on Oklahoma's Greatest Station to reach the people!

Ken Miller and Pryor business group who received the truckload of books.

Superintendent Childers of the Whitaker Home and members of the Business and Professional Womens Club of Pryor sorting and classifying the books. Governor Roy Turner of Oklahoma will formally accept the books for the State.

NBC AFFILIATE

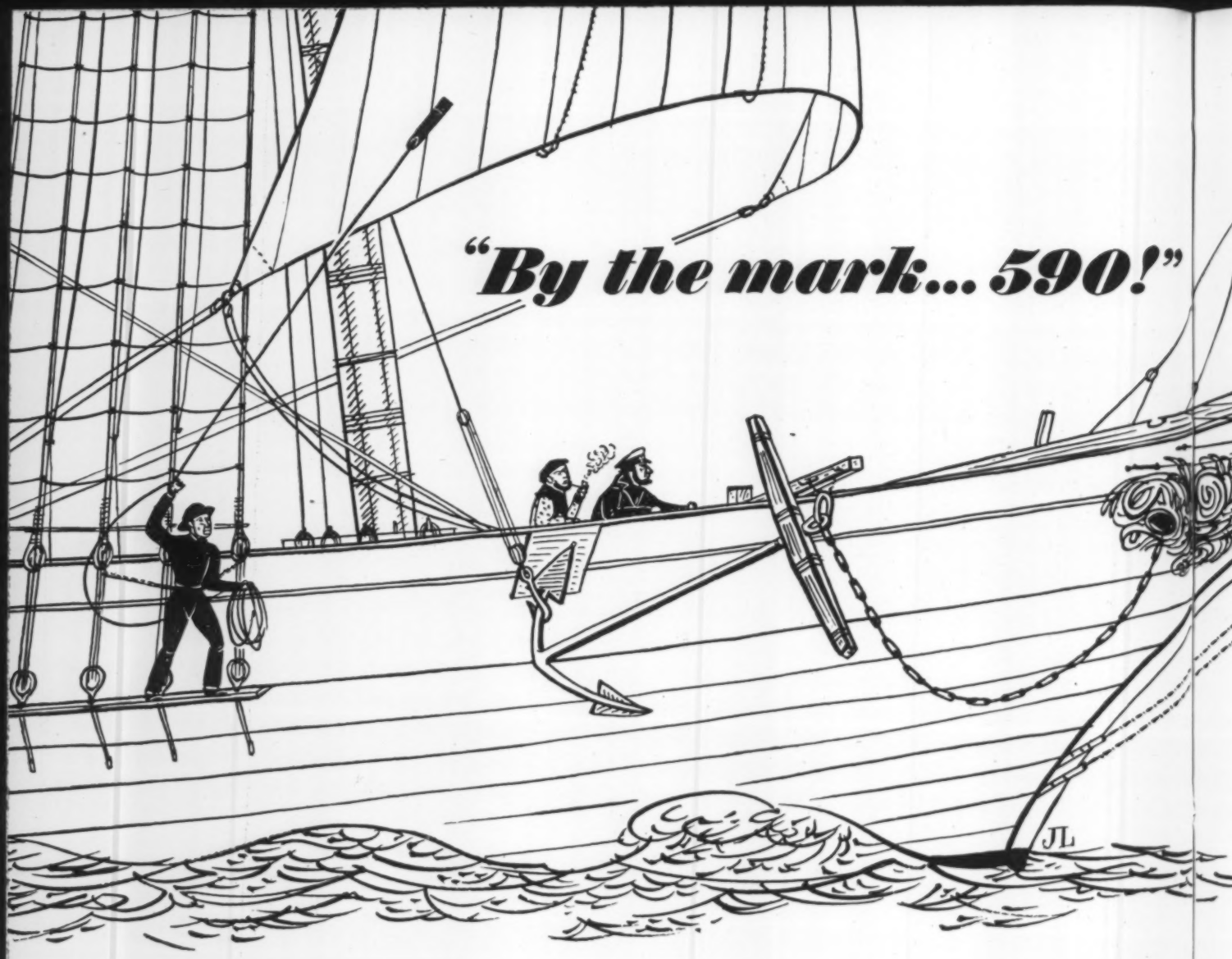
EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

RADIO STATION KVOO

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

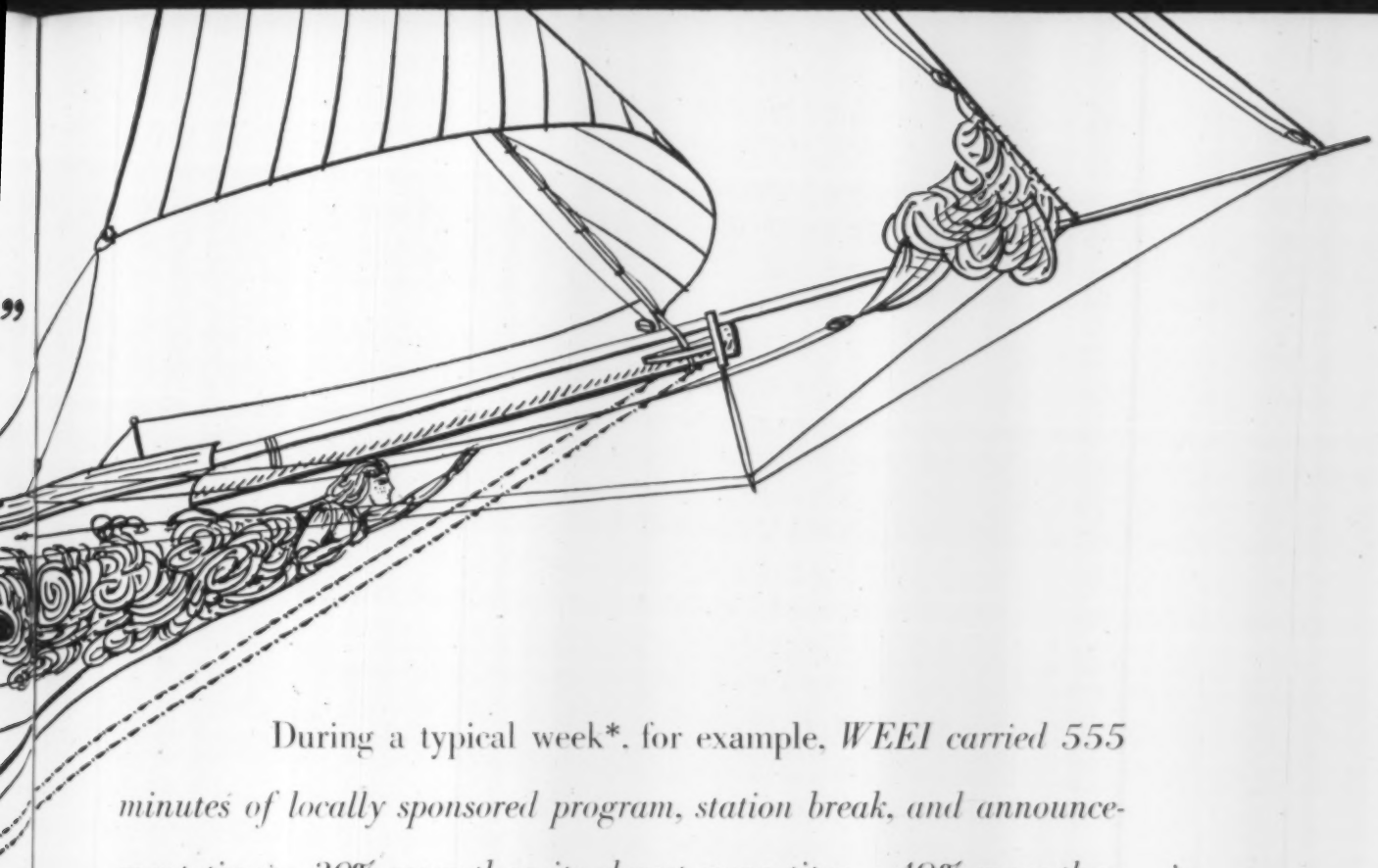


A century ago, Yankee Clippers were guided into Boston by the fathomer's chant, "By the Mark..." Today, advertisers also have a guide into Boston. They follow those who already have fathomed Boston's radio channels... the *local* businessmen.

According to every measurement we've seen in the past decade, these Boston businessmen prefer to "sail"—and sell—"By the Mark...590" (WEEI on New England radio dials).

*The week of November 17, 1946.

†By "local" we mean all business placed by a Boston advertiser or agency on a single station.



During a typical week*, for example, *WEEI carried 555 minutes of locally sponsored program, station break, and announcement time†—30% more than its closest competitor... 49% more than the third station... over twice as much as the fourth station!* Even more significant is Boston advertisers' purchase of program time - the "mainsail" of a local radio campaign. *WEEI was first with 415 minutes of locally sponsored program time—22% more than the second ranking station... 63% more than the third station... 177% more than the fourth station!*

To make sure *you* cover all of the "Boston" market—populous eastern New England from Martha's Vineyard to Rockland, Maine—follow in the wake of the men who know Boston radio best—the *local* businessmen. They steer "By the Mark... 590"—WEEI, Columbia's friendly voice in Boston.

***Columbia's Friendly Voice in Boston* WEEI**

Represented by Radio Sales, the Spot Broadcasting Division of CBS.
New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

STOCKHOLDERS and Board of Directors of newly-organized Great Northern Broadcasting System Inc. meet in Minneapolis to formulate promotional plans. Shown (l to r) are: Wally Russell, KGCU Mandan, N. D.; Albert Payne, WHDF Calumet, Mich.; E. B. Krebsbach, KGCX Sidney, Mont.; J. W. Huss, WJMS Ironwood, Mich.; Harry Linder, KWLM Willmar, Minn.; Robert Ingstad, KOVC Valley City, N. D.; Harold Dell, KGDE Fergus Falls, Minn.; Norman Boggs, WLOL Minneapolis; Matt Reichert, KGCU Mandan, N. D.; M. M. Marget, KVOX Moorhead, Minn.; A. A. Fahy, KABR Aberdeen, S. D.; John B. Cooley, KLPM Minot, N. D.; Bert Wick, KDLR Devils Lake, N. D.; Orville Lawson, Walker Co., Minneapolis, and Mike Rohrich, KABR Aberdeen, S. D. Officers are: A. A. Fahy, president; John Cooley, vice president; J. W. Huss, secretary, and Harold Dell, treasurer.

NAB New York

(*Continued from page 20*)

ties by A. D. Willard Jr., executive vice president. He cited accomplishments of the past year and pointed out that since the NAB's drive against Government interference there has not been a single encroachment by Government on the program or business aspects of radio.

Praise for FM was voiced by all members of a panel discussion Monday morning. Robert T. Bartley, NAB FM director, said FM promises improvement in suppression of noise. Leonard Asch, WBCA Schenectady, said FM broadcasters could soon expect a profit. He scored agencies for doing too much with television and not enough with FM. "Television's only accomplishment," he said, "is that it has replaced free lunch counters for bar flies in saloons." He warned there would soon be keen competition in FM and possibly three or four new networks.

FM Growth Predicted

John V. L. Hogan, WQXR New York, predicted that in five years FM will be well established, while AM stations on shared channels will be having a harder time and may not even be relicensed because of poor coverage. In addition, he said, there is grave danger that there will soon be no clear channels. Ira Hirschmann, WABF New York, predicted FM will gradually transplant the other service.

Dr. Kenneth Baker, NAB Director of Research, closed the Monday morning session with a report on the National Opinion Research Center survey.

At the noon luncheon Monday, PGad B. Morehouse, director of the Division of Stipulation, Federal Trade Commission, urged cooperation between broadcasters and sponsors in putting better commercials on the air, lest listeners become disgusted.

Theodore C. Streibert, WOR New York, chairman of the Industry Music Advisory Committee, opened the afternoon agenda with a report that per program licenses, cooperative programs and television are the three major points needing clarification before a new contract between ASCAP and the broadcasters is drafted. He expressed hope his committee would be able to submit a new contract to the NAB convention in September.

Mr. Streibert said that since ASCAP has obtained from its members the right to license their music through 1965, his committee and the ASCAP radio committee are exploring the possibility of allowing the new radio-ASCAP contracts to run until that time.

BMI Support Urged

Mr. Haverlin reported on BMI's services to broadcasters. He announced that all but 12 U. S. stations are now BMI licensees, urged broadcasters to unite on all their problems as they did on BMI, predicted equal success if they did. Sydney Kaye, BMI vice president and general counsel, pointed out the dangers of monopoly, the necessity to maintain BMI as a guarantee of competition in the music copyright field. Kolin Hager, of SESAC, said that as far back as 1932 his company's president had outlined the whole industry-owned copyright organization plan in a letter to Mr. Kaye.

Helen Wood, WIBX Utica, presided at the session on advertising, in which Mr. Pellegrin outlined services of his department. Robert Keller, promotion consultant, advised stations to keep timebuyers fully informed of their markets, facilities and programs. Mr. Hayes, chairman of the Standard Rate Card Subcommittee, said the forms drafted by his committee and the AAAA had met with general approval.

A discussion of the dual rate situation, conducted by Mr. Pellegrin, concluded with the group unanimously supporting recommendations that where two rates are used they be termed "general" and "retail," not "national" and "local" and that retail rates apply only to individual stores selling direct to the public and not to distributors or chains.

Small Station Session

Other rate card problems were discussed at the small market station meeting Tuesday morning, chairmanned by Si Goldman, WJTN Jamestown. James Howe, WCTC New Brunswick, said his station had succeeded in selling programs rather than just announcements by making its quarter-hour rate lower than the cost of three 100-word announcements. Mr. Pellegrin, asked about political rates, recommended charging the general rate, allowing all earned discounts and paying agency commission where business is placed by an agency.

J. Allen Brown, NAB Assistant Director of Broadcast Advertising, praised the work of District 2 in the field of religious broadcasting and in developing ways of getting more spot business.

Dangers of setting discriminatory political rates were pointed out by Judge Miller in his talk on public relations. "Some Congressmen don't see why they should pay double rates at campaign time when atheists and others are given free time," he said. Judge Miller urged broadcasters to take criticism in their stride and to analyze it as a guide to improved broadcasting.

Don Petty, NAB general counsel, suggested broadcasters watch local legislation carefully, reporting to NAB headquarters any developments affecting radio, since legislation adopted in one state tends to be copied by others.

F. H. LaGuardia, former Mayor of New York and head of UNRRA, foresaw increased Government control of radio, even if the Republicans win next year. A member of Congress when the original radio law was enacted, he said the law intended that a license should give no vested interest to the licensee but only permission to broadcast under certain conditions. He opposed sanctioning of license transfers and felt that when a license is not renewed, the licensee should not be allowed to sell his station and profit from his poor operation.

Mr. LaGuardia predicted that in five or six years the support of broadcasting may change from an advertising to a service fee basis, or possibly set license fee. He said "the microphone has ruined more politicians than either liquor or women."

Feltis Reviews BMB

Outlining the aims and accomplishments of BMB in its first study and the refinements planned for the second study next year, President Hugh Feltis reported BMB will have exhausted its present funds by midsummer, urged broadcasters not to delay in signing up for the next study. Already 67 stations have subscribed, he said.

Horace Stovin, a director of BBM, Canadian equivalent of BMB, reported 97% of subscribers to the last BBM Canadian survey have signed up for the next one, timed to coincide with that of BMB in the U. S.

D. E. Robinson, La Roche & Ellis, head of the BMB board committee on research; Linnea Nelson, J. Walter Thompson Co.; Carlos Franco, Young & Rubicam; Joseph Allen, Bristol-Myers Co., all BMB board members from the AAAA and ANA, told of the value of BMB to advertisers and agencies citing examples from their own experience, and urged broadcasters to continue the job.

Mr. Feltis said BMB is studying plans to measure daily audiences to stations as a supplement to the basic total weekly day and night listening figures.

Richard P. Doherty, NAB Director of Employe-Employer Relations, warned broadcasters not to accept union demands that might set industry precedents even though they seem not to have any immediate harmful effects locally.

Registration at New York NAB Meeting

A

Adams, Wendell, WRWR; Alford, Bill, WSYR; Alger, Paul, WTTM; Almor, Addison, NBC; Andrew, John, Assoc. Program Service; Asch, Leonard L., WBCA-FM.

B

Bacon, John A., WKBW; Bailey, Bill, FMA; Baker, Kenneth H., NAB; Baltin, Charles, WHOM; Bartley, Robert T., NAB; Bingham, George, WKIP; Bissell, George, WMFF; Blackburn, James W., Blackburn - Hamilton; Bligh, Walter, WNDR; Boyd, Hugh, WHNM-FM; Brandt, Otto, ABC; Bremer, Frank V., WAAT; Brown, J. Allen, NAB; Burton, Robert J. BMI Inc.

C

Carlson, O. A., Columbia Recording Corp.; Clarkson, R. J., Columbia Recording Corp.; Compter, Jack M., WHOM; Cox, James L., BMI Inc.; Crans, Richard, WKIP.

D

Davidson, Walter B., Capital Transcriptions; Derryberry, Ed, WCTC; Doerr, William Jr., WEBR; Doherty, Richard P., NAB; Dorrell, W. Ward, C. E. Hooper Inc.; Dundes, Jules, WCBS.

F

Feltis, Hugh, BMB; Field, Keith S., WENE; Fischman, William, WMBO.

G

Gaines, James M., WNBC; Gamble, Ed R., WBTA; Godwin, Al, WNDR; Godwin, Charles, MBS; Goldman, Si, WJTN; Grabhorn, Murray B., WJZ.

H

Hager, Kolin, SESAC; Hanna, Michael R., WHCU; Harlow, Roy, BMI Inc.; Haverlin, Carl, BMI Inc.; Hayes, Arthur Hull, WCBS; Hayes, John S., WQXR; Heberer, Miles, N. Y. Dept. of Commerce; Hochhauser, Edward Jr., Transcription Sales; Hogan, John, WQXR; Howe, James L., WCTC.

J

Jadassohn, K. A., SESAC; Johnson, E. M., Mutual; Jones, Ted, WKIP.

(*Continued on page 52*)

One of a series. Facts on radio listening in the Intermountain West

New Hooper Survey Reveals
INTERMOUNTAIN NETWORK *first* In INTERMOUNTAIN WEST

15 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KVMV, Twin Falls
*KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City

KALL of Salt Lake City Key Station of the Intermountain Network and its MBS Affiliates

*No Survey

4-state, 14-city survey — the largest Hooper area study ever made in the Rocky Mountain West

STATION LISTENING INDEX
14 INTERMOUNTAIN NETWORK CITIES
Winter, 1947

TIME AND DAY	Sets-In-Use*	SHARE OF AUDIENCE** Intermountain Network	Other Competitive Network "A"	Other Competitive Network "B"	Other Competitive Network "C"	Independents
8:00 A.M. — 12:00 N. Monday thru Friday	22.2	36.0	25.2	18.9	17.1	2.8
12:00 N. — 6:00 P.M. Monday thru Friday	25.0	40.4	31.6	10.4	11.6	6.0
6:00 P.M.—10:00 P.M. Sunday thru Saturday	37.2	24.5	39.0	23.1	10.8	2.6

*Base—Total Homes Called
**Base—Sets-In-Use

NOTE: See complete Report for list of stations included in network groups.

This is only part of the amazing Intermountain Network story!
Ask Avery-Knodel for details

THE *New* INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live

AVERY-KNODEL — National Representatives
New York — Chicago — Los Angeles — San Francisco — Atlanta

SELLING IS AS SIMPLE AS

IN EASTERN NORTH CAROLINA

WRRF ★
5000 WATTS, 930 KC
WASHINGTON, N. C.

★ WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

Newscasts Still Do the Sponsor's Job

Official of Mutual Stresses Advertisers' Own Testimonials

By BERTRAM J. HAUSER
Director of Co-operative Programs, MBS

"THAT'S THE END of the heyday of news commentators and newscasts," was heard on all sides when the war ended in August 1945. But was it the end? While a few news commentators faded here and there, most stayed on the air—and many of their sponsors retained them.

Mr. Hauser

It all boils down to the fact that news commentators and news programs in general still have great appeal to the audience—and they're still doing a real job for advertisers.

Let's consider a few typical cases. Ed B. Shriver, of Shriver's Men's Wear, Provo, Utah, wrote as follows to Clifford Tolboe, manager of KOVO Provo: "With the shortage of good clothing, we know no better way to keep our prestige and good will . . . than sponsoring Fulton Lewis jr. . . . numerous customers comment on the courageous way he handles interesting subjects vitally concerning the American public . . ."

Dwight J. Lamm of the C. C. Anderson Co., Idaho, wrote this letter to Frank Hurt of KFXD Nampa: "I was more than pleased to have the Fulton Lewis jr. program to sponsor our ready-to-wear advertising . . . (we) are getting substantial gains monthly and I attribute part of these gains to our Mutual broadcast."

Cecil Brown Tribute

Cameron C. Stineman of Stineman-O'Malley Advertising Agency, Laredo, Tex., wrote as follows to Mrs. Deane Chapman of KPAB Laredo: "We are writing to tell you of the splendid results our client, Richter's Department Store, is receiving from the morning newscast by Cecil Brown . . . The results were far beyond our highest expectations . . ."

V. L. Ferrin, manager of the Crystal Furniture Co. of Logan, Utah, sent this letter to KVNU Logan: ". . . our reason for renewing this contract (Cedric Foster) was the fine response we have had from various parts of the region your station covers . . . We are thoroughly convinced that radio advertising is the best dollar value in advertising."

The reader may be interested in commercial announcements used on news programs by local advertisers. Here are some samples:

"For a period of many years of service to the people of central Utah, Shriver's Men's Store has created a tradition of selling only the finest merchandise. That's right, only the finest makes of men's clothing can be found at Shriver's . . . No matter how scarce the quality lines might be, if you want the best, keep asking for the famous quality brands of men's clothing at Shriver's, central Utah's men's store."

. . .

"Fall fashions are so bewitching you'd like to give your wardrobe a complete new deal. And why not? You can afford to at your Golden Rule store in Nampa, Caldwell and Emmett. There's a fine-lined, thoroughbred look about the new Fall styles at the Golden Rule . . . Be smart . . . buy smart . . . stop in at your local Golden Rule Store now!"

. . .

"Just a reminder to the ladies who want cotton dresses with the right look . . . cotton dresses that flatter the figure and enhance the personality . . . you'll find journey's end at Richter's dress department . . . and be with us again, same time tomorrow when Richter's presents Cecil Brown and the news."

SPONSORS still find the commentator draw audiences, says Mr. Hauser, whose files can offer the documentary proof that news rates high to this day, despite lack of wartime impact. Here he cites some sponsors who endorse their news shows and tells how they are utilizing it for effective sales on the air.

Paper Praises Radio

NEWSPAPER PRAISE for the public service accomplishments of radio in time of disaster is reported from Oklahoma, where the *Enid Morning News* recently published an editorial commending KCRC Enid for its fine coverage of the Oklahoma-Texas Panhandle tornado. The editorial said, in part: "It was early, complete and helpful coverage of the Woodward tornado disaster which was given to listeners in northwest Oklahoma, northern Texas and southwest Kansas by Enid's radio station KCRC immediately following the disaster, and a service which will doubtless be appreciated by those who worried minute by minute and hour by hour over the welfare of their friends or relatives in the stricken city. . . . It was an outstanding example of unusual and timely public service in a time of great tragedy. . . ."

MORE TESTIMONY TAKEN IN COMPLEX WGKV CASE

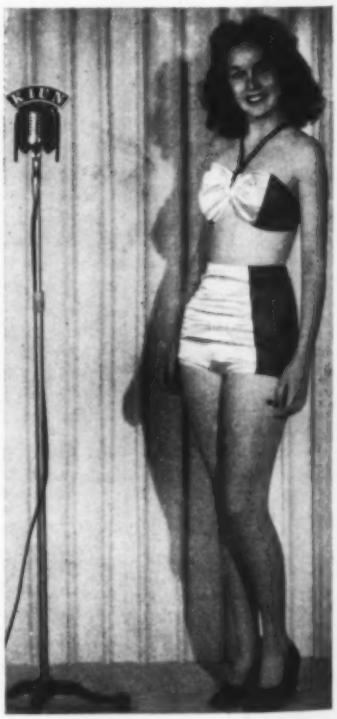
ADDITIONAL TESTIMONY in the complex, long-pending case involving transfers of control and renewal of license of WGKV Charleston, W. Va., was taken by FCC in a further hearing.

Witnesses included all parties to two pending applications for transfer. In one filed in 1943 Worth Kramer, now WJR Detroit program director, proposed to reduce his interest in WGKV from 51 to 40%, with E. R. Custer and R. M. Venable then holding 30% each. FCC later was asked for permission to amend to show Mr. Kramer selling his stock for $20,000, with Mr. Venable then owning 50% and Mr. Custer and E. R. Price having 25% each.

The second application, filed almost a year ago, seeks FCC consent to Messrs. Custer and Price's sale of their combined 50% interest to Mr. Venable for $100,000.

The further hearing was based on a petition filed by Mr. Kramer in connection with his application for a new station at Tampa, Fla. [BROADCASTING, March 3]. He pointed out he was in the Navy when earlier hearings were held and said some of the facts relating to his interest in the station and his operation of it differed from facts in the hearing record.

RADIO alone is responsible for 36.6% of the reinstatement of G. I. insurance in Chicago, according to Charles E. Dillon, chief of Veterans Administration radio department. Report was made from a survey conducted at the Chicago VA office.



COMELY Miss Doris Hamilton, representing KIUN Pecos, Tex., Mutual affiliate, as "Miss KIUN," was one of the winners in a style show at Pecos. KIUN (1400 kc), Pecos' only station, has been on the air since 1935.

SOARING

to New Heights

ELMIRA, New York is soaring in . . .

	1940	1946
RETAIL SALES	$29,000,000	$52,000,000
INDUSTRIAL EMPLOYMENT	12,797	18,225
POPULATION — ELMIRA	45,106	49,500
POPULATION — CHEMUNG COUNTY	63,228	79,000

. . . AND STILL GAINING ALTITUDE!

Now on the air —

A NEW A B C STATION REACHING
OVER 25,000 RADIO HOMES

WELM

ELMIRA, NEW YORK

THE WALKER COMPANY • NATIONAL REPRESENTATIVES

1ST
• on the Dial
• in Listening*
• in Network

WSJS
LEADS
Day and Night!
in the
TRI-CITIES
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

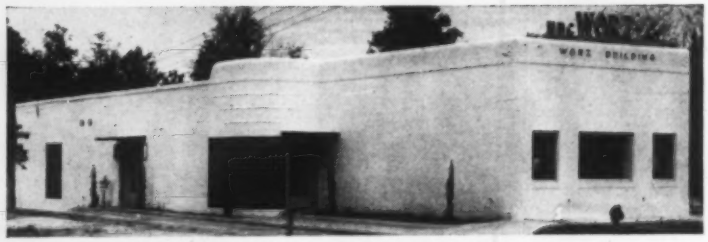
NORTH CAROLINA'S
No. 1 MARKET

*Conlan Survey, November 1946

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
AFFILIATE

REPRESENTED BY
HEADLEY-REED COMPANY



NOT a nuclear laboratory or a Spanish *hacienda* but the studios of WORZ, new station at Orlando, Fla. and first NBC affiliate in Orange County. WORZ operates with 1 kw unlimited on 740 kc.

They Say...

A HARD-HITTING delegation from Philadelphia won the prize (the 1948 Republican national convention) with a higher bid . . . plus an inducement which Chicago could not match, a prospective television audience of millions. Although cash, hotel accommodations and auditorium facilities weigh heavily in the selection of sites for national political conventions, the significance of television should not be overlooked. . . If something of the spirit of frenzied enthusiasm generated in a national political convention can be transmitted to millions of spectators through the miracle of television, it is obvious that a convention with television facilities will have a big advantage over one which does not have access to this medium. . .

From editorial, "G.O.P. Picks Philadelphia," in Cleveland Plain Dealer, April 23.

* * *

RADIO is fashionably damned for being everything from "mediocre" to "deleterious to public tastes" in its commercial policies . . . which give the listener access to unlimited entertainment at no cost except that of the electricity needed to operate the receiving set . . . Nevertheless, the American public prefers the commercial type of radio entertainment to the sponsorless type presented under governmental supervision, as is the case in Britain.

Glenn Shaw, president of Northern California Assn. of Broadcasters and general manager of KLX Oakland, in an address before the Lake Merritt Breakfast Club.

* * *

"WE DO NOT JOIN with those who fear radio wants to, or is going to put the newspaper out of business. We still have a big interest in radio and are great believers in the value of radio-newspaper cooperation. It is our thought that radio and the newspaper have their own separate fields and complement each other in their service to the public.

William Chandler, associate editor of San Francisco Chronicle, which owned KPO San Francisco until 1933, speaking on a special broadcast April 17 in recognition of KPO's 25th anniversary.

WBZ - WBZA SURVEYING AREA FARM AUDIENCES

NEW ENGLAND farm families are showing a greater desire for farm news than ever before, according to Paul Visser, newly-appointed farm director of WBZ Boston and WBZA Springfield. Mr. Visser has just completed a three-week tour of Boston's farming hinterland.

Weather information, he says, is the second most urgent need of the New England farmer. He was told that thousands of dollars worth of crops are saved annually by U. S. Weather Bureau reports as broadcast and published in newspapers.

Mr. Visser met New England's farm leaders at the 19th annual meeting of the New England Radio News Service held May 1 at the Boston studios of WBZ-WBZA.

NBC Ten-Twenty

EIGHT employes of NBC Hollywood will be inducted into network's Ten-Twenty Year Club at dinner May 23. Additions to 20 year rosters are A. H. Saxton, NBC Hollywood chief engineer, and Alice Tyler, secretary to Sidney N. Strotz, western division vice president. Ten year men include James H. Brown, Silvio Caranchini, Robert R. Jensen, Floyd A. Caton, Max Hutto, John E. Storm, Albert Ulrich.

Comedian Subsidy

GAGWRITERS Institute conducted by the National Laugh Week Foundation has announced a new policy wherein the Foundation has agreed to furnish free material to new, talented comedians of radio, and other media. The foundation has also announced its intention of sponsoring the careers of new comics accepted by giving them backing and bookings whenever possible.

Decca Records Net

CONSOLIDATED net profit of Decca Records Inc., for the quarter ended March 31 amounted to $687,118 after provision of $458,079 for income taxes. This profit is equal to 88 cents a share on 776,650 shares of capital stock outstanding at the end of the quarter.

N.Y. NAB Registration

(*Continued from page 48*)

K

Karns, Adna, Transcription Sales; Katz, Eugene, Katz Agency; Kaye, Sydney M., BMI; Kearney, John F., Colgren Bcstg. Co.; Keller, Robt. S.; Kelley, Frank W., WBEN; Kennedy, J. W. Jr., WHAM; Kessee, Frederick L., WMBO; Kilgore, H. S., Collins Radio; King, Cy WEBR; Kirby, Ed, C. P. MacGregor; Knight, Norman, Mutual.

L

Langlois, C. O., Langworth; LeBarron, James W., J. H. McGillvra Co.; Lindow, Lester W., WRNY; Lounsberry, I. R. WGR.

M

MacCaughtry, Joseph F., Cardinal Co.; Markham, G. E., WGY; Macy, W. K. Jr., WFSS; Mason, Lin, Transcription Sales; McConnell, James V., WNBC; McGillvra, Joseph H., J. H. McGillvra Co.; Miller, Ben, NAB; Miller, Don, WCBS; Miller, Justin, NAB; Moore, William I., WBNX; Munhofen, N. B., WFSS; Myers, W. J., SESAC.

O

Oebbecke, Martin N., WALL.

P

Parsons, W. B., NBC Recording Corp.; Pellegrin, Frank E., NAB; Petty, Don, NAB; Phillips, Charles F., WFBL; Pledge, T. A., UP; Pope, Fortune, WHOM; Potter, David, WNAE.

R

Robertson, A. P., WWSC; Robertson, Dale, WENT; Rorer, Dwight E., Dow, Lohnes & Albertson; Rosenhaus, Irving R., WAAT; Rowan, B. J., WGY; Rudolff, Everett, WJLK-FM; Rudolph, Rudy, C. P. MacGregor.

S

Sadenwater, Harry, RCA Victor; Sanger, Elliott, WQXR; Schmid, Robert, MBS; Schweitzer, William, WEBR; Sherwood, Alex, Standard Radio; Sillerman, Michael M., Keystone Bcstg. System; Simon, Arthur, WLIB; Siverson, Charles, WHAM; Spitalny, Max, Spitalny & Ashley; Stone, Bob, SESAC; Streibert, Theodore C., WOR; Stuart, Elliott, WIBX; Swift, G. Richard, WCBS.

T

Tackley, Mitchell C., WICY; Tallcott, Jack, SESAC; Tessman, Abbott, Capitol Transcriptions; Thomas, Eugene S., WOR; Thompson, C. Robert, WBEN; Tighe, Thomas, WJLK-FM; Tilenius, William O., NBC; Tompkins, M. E., BMI.

U

Untermeyer, Henry, WCBS; Updike, Fritz, WRUN.

W

Weiss, Pierre, Langworth; Wilder, Harry C., WSYR; Willard, A. D. Jr., NAB; Williams, Dave, AP; Wood, Helen, WIBX; Woodside, Sam M., WHCU.

COVERING ECLIPSE

NBC's Ben Grauer Planning Broadcasts from Brazil

NBC has scheduled four special broadcasts for NBC special events reporter Ben Grauer's reports from Brazil on the total eclipse of the sun on May 17, 19 and 20. During his trip to Bocayuva, Brazil, with the National Geographic Society-U. S. Army Air Forces Mr. Grauer will be heard in a special quarter-hour program from Bocayuva on May 17, 5:15-5:30 p.m., and in two reports on NBC's overseas pickup programs, *News of the World* on May 19, 7:15 p.m. and *World News Roundup* May 20, 8 a.m.

In a special half-hour program, Mr. Grauer will describe the eclipse and report on scientists' observations on May 20, 8:30 a.m., with rebroadcast on WNBC New York at 9 a.m. Television films of the eclipse will be flown to the U. S. and presented on NBC television outlets within 48 hours.

FOR ONE-STATION COVERAGE OF THE ENTIRE HAWAIIAN ISLANDS

KULA

Most powerful, only full-time clear channel station in this major market

Hawaii

10,000 WATTS 690 KILOCYCLES ABC AFFILIATE

SOME HAWAIIAN SURPRISES

SURPASSING ALL THE STATES, THE TERRITORY OF HAWAII WAS FIRST IN EFFECTIVE BUYING INCOME PER FAMILY IN SALES MANAGEMENT ESTIMATES FOR 1946.

Among the 200 leading cities, Honolulu was 40th in population, 37th in retail sales, 22nd in food group sales and 21st in drug store sales. Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA. Maintaining mainland broadcasting standards . . . staffed by popular island radio personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

PACIFIC FRONTIER BROADCASTING CO., LTD.

STUDIOS—1525 KAPIOLANI BLVD., HONOLULU, HAWAII

For data on the Hawaiian market and rates and details about **KULA** see

ABC or **AVERY KNODEL, Inc., National Representatives**

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Ratings on Individual Basis Are Urged

Sets-in-Use Concept Not Fully Adequate For Job

By JAMES W. SEILER
Director of Research, WRC Washington

ABANDON the sets-in-use concept for radio surveys and adopt an individual listener method, urges James W. Seiler, director of research at WRC Washington. This will more accurately give data on actual persons listening to programs in addition to the popularity estimates which the present methods give, Mr. Seiler says. He cites the WRC venture as example, invites comments and further experiments.

IT HAS LONG been recognized in the radio and advertising industry that the standard coincidental telephone survey which produces program ratings based on a sets-in-use concept is primarily a measurement of radio program popularity. In certain metropolitan communities with high telephone ownership it is sometimes used as the best available estimate of audience size, but this practice has often led to serious errors as to the actual number of persons who make up the listening audience.

Mr. Seiler

Two other current forms of radio program popularity measurement, the mechanical recorder installed inside the radio, and the listener diary, largely eliminate the problem of reaching non-telephone homes and rural areas but retain several of the other disadvantages of the telephone method (and add a few new ones) when it comes to the question of estimating actual numbers of persons listening to a specific program or station. In order to estimate actual audience by any of the three methods just mentioned, the following facts are needed for each period measured:

1. Number of sets-in-use among a truly representative sample of homes.
2. Average number of persons actually listening to each set.
3. Amount of listening to other sets (where there is more than one set in the home checked).
4. Amount of outside listening (to office radios, auto radios, and other sets) by residents of the homes sampled who are not home during the checking period.

As can readily be seen, gathering any such amount of information is bound to present problems of extreme difficulty. There is, however, one way in which most of these troubles may be avoided. The solution lies in abandoning the sets-in-use concept entirely and placing the entire matter on an individual listener basis. The sample would then consist of a representative group of individuals, and ratings would reflect actual listening per person at any specified hour.

In effect this would treat the population of an area as a whole instead of dividing it into homes of different sizes and characteristics. With one stroke it would eliminate all problems of number of listeners-per-set, outside listening, multiple sets, and many additional difficulties encountered in radio measurements today. Telephone and non-telephone homes and urban and rural homes would all be represented in their true proportions in a sample which gave every individual living in the area an equal or known chance of being represented.

Audience Ratings

Ratings obtained from such a representative sample of individuals could immediately be projected upon the entire population of the area measured with no additional data needed. These ratings would not only show program popularity but actual audience to the program. In most cases they probably would be lower than conventional sets-in-use ratings even though previously unmeasured outside and multiple set listing is included. This is caused by encountering cases of individuals chosen in the sample who were either away from home at the time of the program or were not listening, although the radios in their homes were on during the period measured. (In order to project a raw sets-in-use figure to represent actual audience to a program, every person in every home with a set tuned to the program would have to be listening.)

Listener diary studies could very easily be adapted to this method by placing the diaries in the hands of individuals selected at random from the population of an area with instructions to record only their own personal radio listening. The personal-interview recall method is another possibility, but the use of telephones or mechanical recorders would present problems owing to the difficulty of reaching each individual in the sample and recording only his listening.

WRC Survey

In January 1947 the research department of WRC Washington carried out such a study by personal interview. Five hundred sixty two persons were selected at random from a Washington City directory (listing all residents of the city); these individuals were located and records made of their early morning listening (between 5:30 and 9 a.m.) on the day of the interview by the roster-recall method. Listening between 8-9 a.m. was compared with sets-in-use data available from other studies which immediately brought out the striking differences between the two methods. The example below will illustrate.

Between 8 a.m. and 9 a.m. in Washington a great many persons leave home for work. It is often possible to find homes with radios on at 8 a.m. and seven or eight persons listening. Before 9 a.m. all but one of these individuals may have left for work leaving the radio still on at 9 a.m. but only the housewife listening.

Sets-in-use figures would show the same ratings for these homes at 8 a.m. and 9 a.m., but WRC's individual listening study would indicate the true picture and show much more listening at 8 a.m. than that at 9 a.m. in such cases. The way this can affect ratings as a whole is shown by a comparison of the WRC figures with a sets-in-use table for the same period (January 1947):

	Sets in-use	Actual listening
8: -8:15 a.m.	18.7	17.0
8:15-8:30 a.m.	20.4	15.5
8:30-8:45 a.m.	16.7	11.9
8:45-9: a.m.	16.8	11.3

There are many arguments for abandoning the sets-in-use concept in favor of the individual listening index. The value of the projectible ratings alone make it well worth considering. Furthermore, valuable market data and other statistics projectible to the population of the area measured can be obtained at the same time. The method goes right to the heart of the advertiser's problem, which is not how many sets are on, but how many of the people he wants to reach are actually listening to his program. With sufficient sample, white-colored, age, sex, education, income, and any other desired breakdowns can be made.

Disadvantages of the individual sample are that it is not overly adaptable to phone coincidental or mechanical recorder methods and tends to be expensive. However, in the case of diary studies, basing the diaries on individual instead of family listening should involve little additional expense and immensely increase the value of the findings. Any roster-recall technique can be easily used with excellent results.

The field is open wide for further experiments and comments.

WTAG Worcester, Mass. is now remaining on the air 15 minutes longer, until 12:15 a.m., Sun. through Sat., to broadcast the CBS midnight news.

GRANTED 5000 WATTS!
(DAY AND NIGHT)

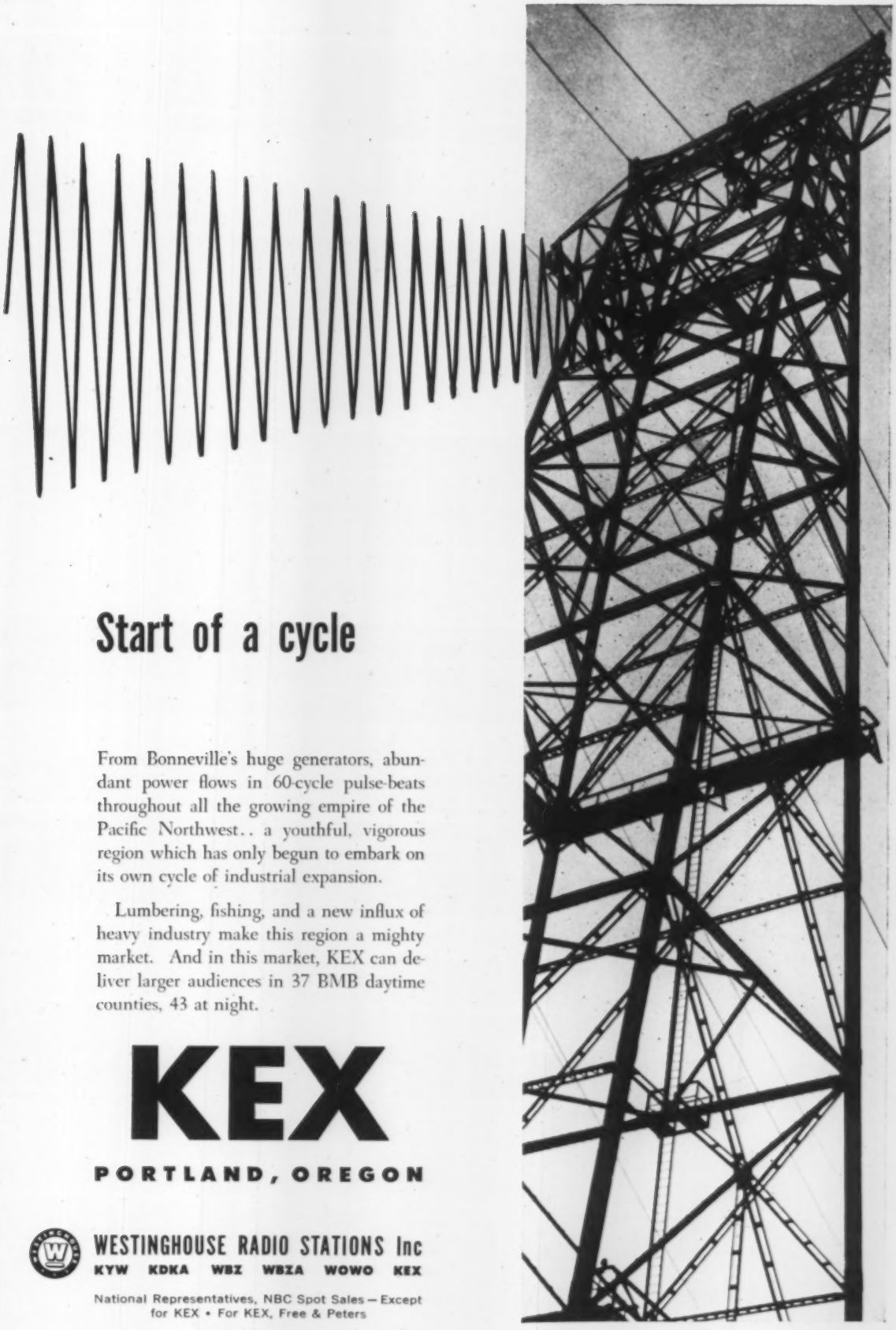
WRGA

ROME, GEORGIA

The new WRGA 5 kw signal will be heard in Northern Georgia and Northeastern Alabama.

HAPPY QUARLES, *General Manager*

MUTUAL BROADCASTING SYSTEM



Start of a cycle

From Bonneville's huge generators, abundant power flows in 60-cycle pulse-beats throughout all the growing empire of the Pacific Northwest.. a youthful, vigorous region which has only begun to embark on its own cycle of industrial expansion.

Lumbering, fishing, and a new influx of heavy industry make this region a mighty market. And in this market, KEX can deliver larger audiences in 37 BMB daytime counties, 43 at night.

KEX

PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA WBZ WBZA WOWO KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

It's a fine suitcase—

the one in front

They look about alike—at first glance. Both will hold your clothes. One is a simulated leather bag. The other is made of the finest saddle leather, reinforced with a duralumin frame, almost as strong as steel and about a third the weight. It is lined with pure Irish linen. It costs a little more but will do a better job coming and going. It will always be a satisfaction to you who appreciate fine luggage.

Like luggage, men and organizations may look something alike—at first glance.

We are proud to be in our fifteenth year of uninterrupted success, of our persistent adherence to sound principles of operation, and of the recognized character and quality of our sales personnel. Such qualities are the positive proof of performance. Like fine luggage it costs a little more, but it gives you lasting satisfaction.

PAUL H. RAYMER COMPANY INC.

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

'The Do-Gooders'

IN THIS SPACE last week we discoursed on "Convention-itis," that occupational ailment of radio which finds anyone ever introduced to the business side of a microphone flocking to institutes, conventions, seminars, meetings, forums and other foregatherings.

In the week that has elapsed, another series of meetings has been completed. Biggest was the Ohio State U.'s 17th Institute for Education by Radio. There were 1200 souls at that four-day meeting. Everything conceivable under the radio sun, aside from the purely technical aspects, got an airing. Most of it centered upon programs—educational, inspirational, editorial, mystery, serial, comedy. As usual, radio took a pasting, and a lot of educators must have felt that they had contributed magnificently to the public weal. There were awards, of course—one of them to a personage who hasn't been on the air for many months, but nevertheless was selected as the top commentator of the year.

Certainly, the program is the thing in radio. The program also is the thing in motion pictures. The same goes for the newspaper and the magazine, for the program is the counterpart of *editorial* content. But do large segments of the nation's educational profession, of the women's clubs, labor organizations, and legal practitioners flock to forums several times a year to reflect on their pasts and master-mind their futures?

There are those in radio who regard these sessions as playing into the hands of the Philistines. Others feel it's an excellent thing to let our pedagogical friends blow off steam, and help establish themselves as radio oracles. But these institutes now go beyond that. The spokesmen for the minorities, folks with axes to grind, come in increasing numbers. They are preponderantly hostile to the established order in radio. They want more free time.

If there's to be an institute on education by radio, why not just that? And why not just one of them a year, confined to educators and educational directors of stations and networks? The Ohio Institute, it seems to us, has become a sounding board for all of the dissident elements in and out of radio on a grandiose three-ring circus scale. Very little can be accomplished constructively in such proceedings.

Educators have been in radio for a long time. In the early days of standard broadcasting, there were 125 stations licensed to educational or religious institutions. Now, there are only a half-dozen AM non-commercial educationals. All the others went commercial one way or another, or faded from the picture.

A new opportunity for education has been opened in FM. Of the 100 channels allocated for FM, 20 are set aside for non-profit operation. Educational and labor organizations have applied for certain of these facilities. There's room for plenty more. There, it seems to us, is a field for education and labor and for the other non-profit groups.

Those do-gooders who insinuate themselves in radio seem to approach it on the thesis that they should make the public want what they think they should get. Broadcasters, by dint of experience, know-how and scientific survey, try to see to it that the public gets what it wants.

Global Mike Fright

THE STATE DEPT.'s "Voice of America" has figured prominently in the news during the last fortnight. A 31-million dollar appropriation for the Department's OIC was wiped out by the House Appropriations Committee, and feverish efforts promptly were instituted by Assistant Secretary William Benton (of erstwhile Benton & Bowles fame) to get as much of it as possible restored. Secretary Marshall, fresh from the Moscow Big-Four sessions, was prevailed upon to spearhead the effort.

The Benton-sponsored grandiose plan for an American BBC in international broadcasting appears to have been nailed, and properly so. It would get the Government into radio on an operating basis—a move that would dilute the American concept of a free radio as surely as if the Government went directly into domestic service. Even that was espoused a few years ago, during the first New Deal, but died aborning.

There's no denying the need for international broadcasting. It has become part of the new diplomacy. So the United States obviously is in international broadcasting for keeps. That was foreseen 20 years ago, when Westinghouse first pioneered the field in Pittsburgh. But it was foreseen as an American free enterprise function. Others went into it on the same basis.

The point at issue now is whether the operation should be handled by private licensees, or whether bureaucrats should take it over. We find it difficult to conjure up a single argument in favor of Government operation. First, it would be suspect. Second, it is more cumbersome, and vastly more expensive. The OIC, for example, now is maintaining a tie-line from New York to San Francisco costing nearly $800,000 a year.

The private operators are not ready, as of today, to resume full schedule operations. They could be in a year. Why not a plan whereby the Government would be given that year for a transition to private operation and programming? Instead of 30 million, perhaps 10 million would do it, with half of that earmarked for radio. Then let the State Dept. buy time on the international stations, in all of the 25 essential languages, as any other client contracts for time. The Government buys space and, to a limited degree, time for recruiting, war surplus sales, and other activities affected with business.

Selling America abroad is a commodity, albeit a different kind. In other days it was sufficient to keep a shiny Navy afloat where not-so-friendly neighbors could see and take heed. Today we must compete with foreign propaganda most effectively dispensed by radio. The task requires responsibility and coordination. The State Dept. can sell the American philosophy over privately owned facilities, operated the American way, far more effectively than would be the case over Government facilities operated the erstwhile totalitarian way.

HERE'S a little thing that sells radio short: Repeatedly we hear on the air: "I saw it in the morning paper," or "Don't you read the paper?" W. L. Gleeson, president of KPRO Riverside, Calif., says that surveys show most of the people get most of their news from newscasts. Thus, he suggests in the interest of accuracy, truthfulness and fairness that such references be revised to variations of "I heard it on the radio news."

Our Respects To—

ROBERT WALTON BALLIN

THOUGH the cast of Jack Benny's show is well publicized, little is ever heard of the man who holds the production stopwatch on them. The man who fixes Jack Benny's clock, as time dictates each Sunday, is Robert Walton Ballin, Hollywood vice president in charge of radio for Foote, Cone & Belding.

Before assuming this post in April this year, he held the unusual distinction of not only being Ruthrauff & Ryan's Hollywood radio vice president but also producer of the NBC Jack Benny show for FC&B. This resulted from switch of the account from R&R to FC&B.

When you can't take the anxiety of 13-week option renewals as talent, a switch to the agency field is a good bet. At least that's reflected in the story of Bob Ballin's career. He served his tour of talent duty from June 1925 until October 1942 when he joined Ruthrauff & Ryan, New York, as producer of *Vox Pop*. Then in September 1945 he took over reins of the Jack Benny show.

Now as Hollywood vice president in charge of radio, he is responsible for all radio activity of a national and regional character, originating in the West.

In the fall someone else will take over the active production of the Benny show as Mr. Ballin's concern will be the big picture of the agency's radio operations. However, he will oversee it, as well as the Bob Hope show, in addition to servicing all West Coast radio for the agency.

Though born in Manhattan, Oct. 5, 1902, his family moved to Staten Island after one year and he was reared there. Graduating from Curtis High School in 1919, he shifted base of operations to Woodstock, N. Y., where he was busy learning the real estate and insurance businesses.

The piano brought him into radio. While playing at a party in 1924 he met Renny McEvoy, writer of the Dixie Dugan comic strip. The two found their musical talents complementary and thought they might do something professional about it.

For the better part of a year they met off and on when Mr. McEvoy went up to Woodstock or Mr. Ballin went down to New York. Finally in June 1925 they went on the air over WINS New York—for two weeks. Then they switched to WABC with a two-man music-comedy routine of song and chatter, providing their own sound effects as well.

In 1927 they teamed in a short for Warner

(*Continued on page 60*)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

IF FIGURES INTEREST YOU—figures like how many of your listeners have telephones, where they live, what they like and don't like, how much they earn, how much they spend—figures that make it possible for you to key your advertising message to known individuals rather than trying to reach an unknown mass audience, then this is for you.

We want you to be a WOV sponsor with specific knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers, each at a different time of day or night, each the result of a penetrating accurate listener survey.

Get the facts on these 5 AUDITED AUDIENCES. A WOV representative will give you a specific market information that will help you..."TAKE THE GUESS OUT OF BUYING."

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

★WAKE UP NEW YORK *with Peggy Lloyd*
★1230 CLUB *with Fred Robbins*
★BAND PARADE *with Bill Gordon*
★PRAIRIE STARS *with Rosalie Allen*
★ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.
More than the combined population of Baltimore and Washington.

WOV
NEW YORK

Respects

(*Continued from page 58*)

Bros., with the Merry Macs and Three Stooges also in the talent roster. Their writers were Abe Burrows (now head-writer for Joan Davis) and Frank Galen (currently scripting for Dennis Day).

When Renny McEvoy left for Hollywood in 1930 to do a picture version of Dixie Dugan, Bob Ballin stayed on as a solo act. As Bob Byron he continued to broadcast on WABC for the next eight years, five mornings weekly. For sponsors, he recalls running the gamut from dog food to typewriters.

Then in the fall of 1938, he switched to WHN New York where he was involved in three programs daily. One was a morning half-hour solo; next he would produce and m.c. a half-hour variety show known as *Kitchen Kapers*. Finally he would provide the musical interludes between racing results in an afternoon format featuring Clem McCarthy.

All of this provided an ample foundation when he joined Ruthrauff & Ryan, New York, as a producer in October 1942. Handling *Vox Pop*, he naturally covered a lot of the country. While in San Francisco for a program in June 1945 which was to come from Hamilton Field, he met Jack Benny for the first time. Jack was getting ready to go overseas with a USO unit.

Later in the summer Mr. Ballin was advised that in the fall he was being switched to the Benny show as producer.

Married to Mary W. MacLean, Bob Ballin is the father of Barbara, 16, and Robert Jr., 10. The Ballins live in Beverly Hills which serves as his hobby base for ample outdoor sports and song-writing in partnership with Sam Perrin, Jack Benny's chief writer. He is a member of the Hollywood Ad Club and has been active in the National Guard Cavalry.

New Drama Series

A NEW WEEKLY series of full hour dramas adapted from current or contemporary books and stage plays, launched April 29 on CBS, is being presented Tues., 9:30-10:30 p.m. With Malcolm Lowry's "Under the Volcano" as the introductory presentation, the new series also is presenting "Craig's Wife," "The Great Gatsby," "A Human Being" and "Topaze." Fletcher Markle, freelance writer credited with three Columbia Workshop scripts in 1946, directs the series.

WNYC New York has received an award of appreciation from Gen. Omar N. Bradley, Administrator of Veterans Affairs, for "outstanding service to U. S. war veterans through the medium of radio."

You Can't
MISS in
MISSISSIPPI
A whale of a catch for any time buyer is the BILLION DOLLAR coverage of all the 'Ole Miss Stations. With all these leading radio stations you can't miss Mississippi—where the oyster and shrimp catch in the last eight months' season amounted to over six million dollars. Whatever market you are trying to reach—you can't miss any part of Mississippi with all the 'Ole Miss Stations.
THE 'OLE MISS STATIONS
WAML Laurel
WCBI Columbus
WCOC Meridian
WELO Tupelo
WFOR Hattiesburg
WGCM Gulfport
WGRM Greenwood
WJDX Jackson
WJPR Greenville
WJXN Jackson
WLAU Laurel
WMIS Natchez
WQBC Vicksburg
WROX Clarksdale
WSLI Jackson
MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

Sad Scotsman

"NOW ALL I can hear is what comes from the BBC, and believe me I would rather not listen." That's the pathetic cry from a shortwave fan in Scotland who had ordered a new radio, and before it was delivered took his old one apart. He wrote it in a letter to Gerald D. Coleman of WISR Butler, Pa., with whom he has been corresponding since 1936 when he picked up Mr. Coleman's amateur shortwave station. Practically all the Scotsman's listening is to the "hams" and to American shortwave programs.

Kiggins Organizes Firm of Consultants

Former Vice President of ABC Opens Offices in New York

KEITH KIGGINS, who resigned as ABC vice president in January [BROADCASTING, Jan. 13], has returned to New York from an extended vacation in the Bahamas and has organized Keith Kiggins & Co. to serve as consultants in the managerial, financial and public relations phases of broadcasting.

Mr. Kiggins

The new firm has opened offices at 527 Lexington Ave., New York. An important aspect of its operations will be liaison activities on behalf of its client stations and the organizations with which they must deal.

Mr. Kiggins entered broadcasting from the investment banking business in 1933, served successively as manager of NBC station relations, director of NBC's Blue Network, vice president of Blue Network Inc. and vice president of ABC. He and Donald M. Reynolds, licensee of KFSA Fort Smith, Ark., have just been granted a new regional station at Erie, Pa., 5 kw on 1330 kc.

In announcing the formation of Keith Kiggins & Co., Mr. Kiggins said: "The day is past when all a broadcaster needs for successful operations is a transmitter and a license. Management, planning and industrial relations are more essential now than ever before, particularly in view of the increasing number of AM stations and the coming of age of FM and television as vital factors in radio. I hope to have a part in solving some of the many problems confronting operators and advertisers in this period of transition."

MANAGEMENT

LOUIS AIKEN, member of news staff of WINX Washington, resigns to become manager of KURV Edinburg, Tex., effective May 25. KURV, now under construction, expects to begin operations in July or August.

HAL ALTMAN, formerly with office of Coordinator of Inter-American Affairs, has been appointed general manager of KONG, FM station now under construction for Alameda Times-Star in Alameda, Calif. Station expects to begin operations Aug. 1.

FRED HENRY, program director of KLAC Hollywood, has been appointed assistant to **DON FEDDERSON,** vice president and general manager of KLAC and KYA San Francisco. Mr. Henry will direct all operations of KLAC.

Mr. Henry

ROBERT O. REYNOLDS, vice president and general manager of KMPC Los Angeles, and **HARRY MAIZLISH,** general manager of KFWB Los Angeles, have been named to executive committee and directorate respectively of Hollywood Veterans Council. **CHET HUNTLEY,** CBS Western division director of special features and public events, also has been elected to board of directors.

KENNETH S. PARTON has been appointed assistant manager of station operations of CJGX Yorkton, Sask.

CHANNING SOULE, member of accounting staff of WFBL Syracuse, has been named treasurer of Onondaga Radio Broadcasting Corp., WFBL licensee. He succeeds **R. G. SOULE.**

BURYL LOTTRIDGE, vice president and general manager of WOC Davenport, Iowa, has been named member of NAB Public Relations Executive Committee. He continues as District 10 public relations chairman.

HARRY G. BRIGHT, former manager of WGBR Goldsboro, N. C., who resigned that position last year due to ill health, has returned to his parents' home in Mullens, W. Va., where he is recovering, following six months in a hospital in Macon, Mo.

JOHN KING, former record m.c. with CBS Hollywood, has been named general manager of KAWT Douglas, Ariz., new 250-w station on 1450 kc.

HENRY LEMOYNE has been appointed manager of CKLN Nelson, B. C. Before joining CKLN 18 months ago, he was with Hudson's Bay Co., Vancouver.

New Sets Shown

TWO NEW models of the Stromberg-Carlson Georgian radio and two new television receivers, one of them a console instrument embodying AM and FM radio, phonograph and television on a ten-inch screen, were introduced by Clifford Hunt, sales manager of the company's radio and television divisions, to more than 400 Stromberg-Carlson dealers, their wives, and factory representatives attending a breakfast given by Gross Distributors Inc. at New York's Waldorf-Astoria.

FLORENCE PRITCHETT, heard on panel of MBS "Leave It To The Girls," May 8 took over **MARTHA DEANE'S** program on WOR New York, Mon.-Fri. 3-3:30 p.m. and will be heard on that show under name of "Barbara Welles." Martha Deane at same time takes over WOR Mon.-Fri. 10:15-11 a.m. period formerly occupied by the late **BESSIE BEATTY.**

CHNO Sudbury, Ont., 1 kw station, and CKRS Jonquiere, Que., 250 w stations, are scheduled to go on the air about June 1.

Milestones

PHILLIP W. LENNEN, chairman of board of directors of Lennen & Mitchell, New York, was honored at a dinner given by officers, key executives and directors of agency at the Union Club, New York, on May 1. Event marked Mr. Lennen's election as chairman of board and 23d anniversary of founding of agency . . . Regal Amber Brewing Co., San Francisco (Regal Pale Beer), April 22 celebrated its fifth year of sponsorship of program *Light and Mellow* on KPO that city. Program is written and produced by Sam Dickson. M. E. Harlan Adv. Co. is agency.

Hymns of All Churches, sponsored by General Mills and heard Monday through Friday over ABC 9:25-9:45 a.m. (CDST), observed its 13th anniversary May 8. General Mills Choir sang hymns that were presented on first program while Dr. Preston Bradley discussed events which were current in May 1934 . . . Mike Hunnicutt, early morning man at WWDC Washington, May 9 celebrated his 19th radio birthday by holding open house on his program. Friends and their friends were invited in for coffee and doughnuts before going on to work.

Eric Wilkinson, musical director of WIBG Philadelphia, who has his own nightly program of organ music, played his 1,000th program May 1. Show is sponsored by the Charter Band through Philip Klein Adv. . . . CHEX Peterborough, Ont., held its fifth anniversary April 15 with special one-hour broadcast. . . . Chet Gaylord, WBZ-WBZA Boston-Springfield vocalist and m.c., is celebrating 23 years in radio this month.

We the People Musical Director Oscar Bradley and Milo Boulton, m.c., were given large birthday party April 27 by staff of the CBS Sunday night program to celebrate their fifth anniversary with the show. . . . The *Superman* program, sponsored by Kellogg Co. five times weekly on MBS, observed its one year old tolerance theme the week of April 21. The program has received over 22 awards and commendations during the year. Kenyon & Eckhardt, New York, is agency. . . . Arthur H. Croghan, owner of KOWL, new Santa Monica, Calif., station now under construction, observes 21st year in radio July 1, date station is scheduled to go on air.

On May 11, *Juvenile Jury* program, Sunday on MBS, had its first anniversary. Show is sponsored by General Foods, New York, through Benton & Bowles, New York. . . . Kate Smith celebrated her 16th year as a CBS singing star on her April 27 broadcast of *Kate Smith Sings*, Sun. 6:30-7 p.m. Miss Smith began her radio career on CBS May 1, 1931. Sponsor of show is General Foods Corp., New York, for Postum, through Foote, Cone & Belding, New York.

Democracy U. S. A., aired by WBBM Chicago and designed to further harmonious race relations, May 4 celebrated its first anniversary.

Commercial

ART FRAZZIN, record m.c. at WDUK Durham, N. C., has been appointed commercial manager. He will continue his early morning "Dawn Patrol" broadcast.

ROBERT H. TETER, formerly with A. E. Aldridge Assoc., H. M. Dittman Co. and N. W. Ayer & Son, Philadelphia, has joined sales staff of KYW Philadelphia, succeeding **DANIEL C. PARK**, resigned [BROADCASTING, May 5].

MIRIAM BISHOP, formerly with KJR Seattle, has joined traffic department of KGO San Francisco, replacing **RUTH ROHRBOUGH**, resigned.

DOUGLAS McBRIDE, former commercial manager of CJGX Yorkton, has been appointed commercial manager of new 1-kw station CJIB Vernon, B. C. He is succeeded at CJCK by **JACK SHORTREED**.

HERB SMITH, of Don Lee Broadcasting System, Hollywood, accounting department, has been appointed superintendent of new Don Lee building under construction. **JIMMY TUNIS**, former head of network script department, replaces Mr. Smith in accounting department.

LOU MITCHELL, musical director of CFCH North Bay, Ont., has been appointed station traffic manager.

VICTOR H. WARNUSZ, former sales correspondent with Group Hospital Service, St. Louis, has joined sales staff of WCIL Carbondale, Ill.

ANDY MANGIN, new to radio, has been named chief accountant of WTTM Trenton, N. J., succeeding **ROBERT L. NICOL**, resigned.

CLAYTON J. BODDY, sales manager of WLOB (FM) Claremont, N. H., is the father of a boy.

Set Makers Lashed

ARTICLE in current (May) issue of *Magazine Digest* by Julian Gregory titled "Don't Buy That Radio Without FM" charges that radio manufacturers are unloading on public millions of "incomplete" sets lacking FM and that these radios "will be obsolete in a year or so."

WFFV Planning to Start In June at Richmond, Va.

WFFV plans to take the air late in June as a 1-kw daytime station on 720 kc at Richmond, Va., D. H. Robertson, president of Radio Virginia Inc., licensee, announces. Mr. Robertson and Assistant Manager Lew Kent are directing construction of the WFFV studios and offices at 100 W. Franklin St., Richmond. Mr. Kent formerly was program director of WKRC Cincinnati and assistant manager of WMAZ Macon, Ga.

News director of the new station will be H. B. Kenny, commentator with WRVA Richmond and a veteran of both world wars. AP wire service will be used. Equipment will be Western Electric and RCA.

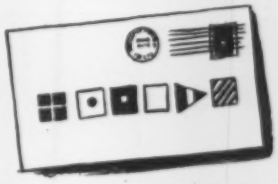
The FFV in the call letters stands for a phrase familiar to residents of the Old Dominion, "First Families of Virginia."

Believe It or Not...

Ripley

Bob Ripley started his first radio program in 1930. Through these years, his air shows have piled up more staggering figures of fascinated listeners (and satisfied sponsors) than would be indicated by his newspaper cartoon circulation of 80,000,000 readers, book sales of 1,500,000, and 40 movie shorts. *And starting May 12, he's on the air coast to coast* . . . MONDAY THROUGH FRIDAY . . . 1:45 to 2:00 PM EDT.

Ripley was engaged during the war by the U.S. Government to sell the USA to the other Americas and vice versa . . . by network and short wave. *And now, he is available to local advertisers of NBC stations to sell anything, for his program is offered for sale on a co-operative basis for the local merchant.*



This letter was promptly delivered to Ripley. *And no more exciting program, with a larger potential popularity, has been delivered to radio on a co-operative basis.*

Ripley is the most widely travelled man the world has ever known, having visited 201 countries. *Advertisers needn't travel far for details about local sponsorship of "Believe It or Not" — A call to any NBC station or to NBC, New York, will bring them.*

Believe It or Not

—is an NBC Co-operative Program

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

ALLIED ARTS

JAMES SONDHEIM, formerly of CBS research department, has joined Audience Surveys Inc., New York, in an executive capacity. Mr. Sondheim was advertising manager of Intercollegiate Broadcasting System prior to entering the Armed Forces.

HENRY SCHAUER, of FCC Docket Section reference room, June 14 is to marry Rebecca Moore of Washington.

EDWARD BOBLEY, former partner and radio director of Bobley Adv., New York, has been appointed editor of Radio Best, New York, new radio fan magazine.

KENNETH KLEIN, manager of Town Hall, New York, concert department since 1933, has been elected vice president of the organization. He will continue to head concert department, and will have supervisory responsibilities of Town Hall's public relations and promotion.

NATIONAL UNION RADIO Corp., Newark, N. J., has appointed Rocke International Corp., New York, to be exclusive representative for Newark Electron Tube Mfgs.

JOHN H. SUNLEY, former marketing research manager of Lever Bros., Toronto, has joined Canadian Facts Ltd., Toronto research firm, as senior account executive and assistant to president JOHN F. GRAYDON.

INDUSTRIAL SURVEYS of Canada, Montreal, has changed name to Industrial Surveys Ltd., and is branch of Industrial Surveys of Chicago. DON W. CONNELL has been appointed vice president. Company plans to open Toronto office soon.

J. F. O'BRIEN, former manager of RCA Theatre Equipment Sales, Camden, N. J., has been appointed manager of RCA's Theatre Equipment Section succeeding J. R. LITTLE, who is now sales manager of RCA Distributed Products.

W. E. PHILLIPS, former manager of broadcast equipment division of Raytheon Mfg. Co., Newton, Mass., and E. A. COLLINS, former production manager of that division, have joined Galvin Mfg. Co., Chicago (3-way communication radios).

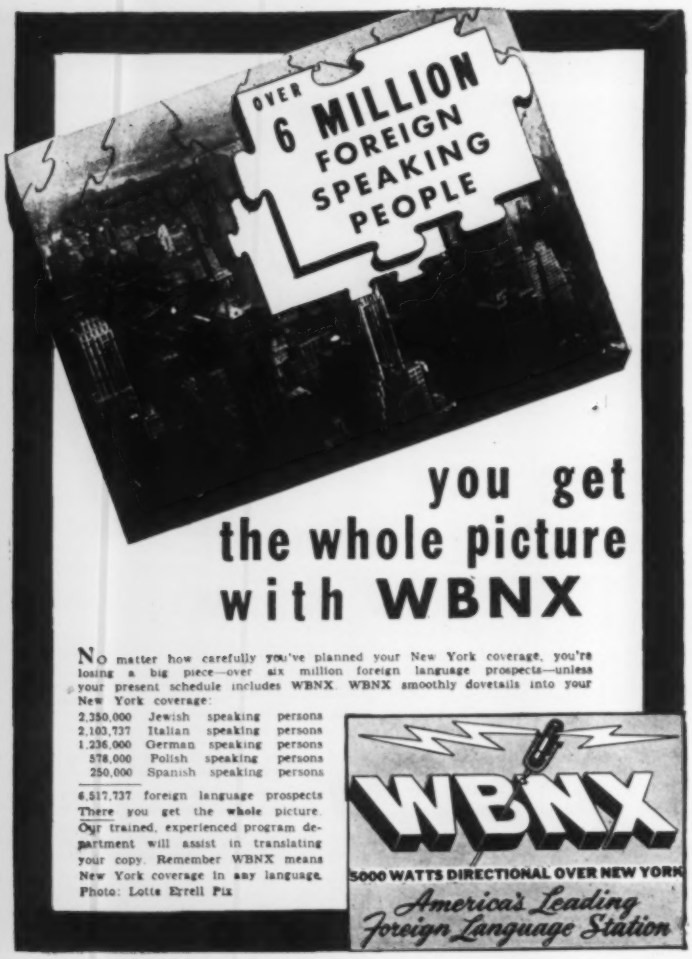
DAVID LILLEY, former writer-announcer of WRR Dallas and Navy veteran, has joined staff of Mal Boyd, Hollywood film-radio liasion office.

BRUCE STEWART, formerly with Lord & Taylor, New York, has joined sales staff of O'Brien & Dorrance, New York promotion agency.

DOROTHY LEWIS, NAB coordinator of listener activities, who underwent operation May 1, is reported in good condition.

L. A. McCALPIN has been appointed manager of lamp, electronic tube and lighting division of Canadian Westinghouse Co., Hamilton, Ont. He previously was general superintendent in charge of manufacturing process of this division.

ALBERT MILLET, formerly with promotion department of Billboard Magazine, New York, has been appointed advertising manager of Continental Records, New York, succeeding RALPH BERSON, public relations director of firm, who will devote his entire attention to publicity and exploitation.



you get the whole picture with WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.

Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Radio News Directors Condemn Wallace For Attempt at Gagging WOL Coverage

NATIONAL Association of Radio News Directors last week adopted a resolution condemning the action of Henry Wallace in refusing to permit recording of his remarks at a press conference in Washington April 28 [BROADCASTING, May 5].

The NARND board of directors castigated the former vice president for failing to grant radio reporters equal privileges with newspapermen at his first news conference after returning from Europe. Mr. Wallace removed a WOL Washington microphone from the table and put his foot on it, unaware that the recorder was still transcribing his comments.

In a speech at Cleveland four days later, Mr. Wallace accused the nation's radio and press of misquoting and misinterpreting his utterances.

The NARND directors adopted a second resolution urging that "full and equal" recognition be granted to radio recording in all public proceedings and news conferences. They also lashed out at Llewellyn White for what they charged was a blanket indictment of radio news in his recently published report, *The American Radio*. Sig Mickelson, WCCO Minneapolis news director and a NARND vice president, said Mr. White was "careless with his facts" when he blamed all radio news departments for the mistakes of the few.

STATION GETS NEWS

WLBR Officials Say Newspaper Opposition Is Countered

WLBR Lebanon, Pa., faced with the refusal of the city's only daily newspaper to publish its program schedules or to enter into a cooperative arrangement on news coverage, has employed an experienced newspaper editor, Chet Hagan, and has contracted with the *Lebanon Valley Register*, a weekly, to print the WLBR program listing and occasional news items about the station.

The *Register*, which formerly published only rural news, is being supplied with a news review of the city of Lebanon by the WLBR news staff. Meantime, WLBR is presenting three daily local news programs, all of which have been sold, and two daily farm programs. WLBR also airs special programs featuring women's news, wedding anniversaries, news of births and local sports news.

A 1-kw daytime outlet on 1270 kc, WLBR has been on the air since last November. Its owners, Lester Etter and Raymond Stadiem, report that the management of Lebanon's daily paper is so violently opposed to radio that it invoked a policy of charging double rates for all advertising matter mentioning the station. Paper substitutes the word "wireless" when mentioning radio in new copy.

Ohio Radio News Editors Elect Wagner President

PAUL H. WAGNER, WOSU Columbus, Ohio, news director, was elected president of the Ohio Association of Radio News Editors at a meeting in Columbus last week.

Charles R. Day, WGAR Cleveland, was chosen vice president of the new organization. Bill Crooks, WFMJ Youngstown was named secretary and Fred Brophy, WHIO Dayton, was elected treasurer. Elected to the board of directors were: John Murphy, WCKY Cincinnati; Chet Long, WBNS Columbus; Bruce MacDonald, WJW Cleveland; Francis McNerney, WTOL Toledo and Charles Cleaver, WRRN Warren.

The association was formed to help Ohio radio news editors coordinate their efforts to improve news presentation and standards and to help radio in its fight for equal access to news sources.

Medill Students Process WEAW Evanston News

MEDILL SCHOOL of Journalism at Northwestern U. has installed a studio and radio newsroom from which 11 newscasts daily are broadcast to the Chicago area through WEAW Evanston, commercial FM station.

According to Dean Kenneth E. Olsen, the Medill organization supplies all of WEAW's news programs. Copy is handled entirely by fulltime staff of Northwestern journalism students, supplemented by 20 reporters covering Evanston and surrounding area.

Programs originating at Northwestern are fed by telephone line to WEAW, three miles from the campus.

NEWS

DAVID GILMORE, commentator, formerly with KNX Los Angeles, KPO, KQW and KYA San Francisco, May 5 joined news staff of KGO San Francisco.

BOB CARTER, WPAT Paterson, N. J. record m.c., has resigned from that position to resume his activities as a freelance radio and newsreel commentator.

RALPH MAHONEY, former news editor of KOY Phoenix, has joined KRUX that city, in similar capacity.

H. V. KALTENBORN, NBC commentator, has been elected president of Assn. of Radio News Analysts. CESAR SAERCHINGER and JOHN MacVANE, NBC newsmen, have been elected to area executive committee.

CLYDE G. HESS, formerly with WCAX Burlington, Vt., and veteran of AFRS, has joined WTAG Worcester, Mass., as morning newscaster, succeeding WILLIAM O'NEIL.

AL EPP, former news editor of CJOB Winnipeg, has joined Toronto bureau of Press News, radio station news service subsidiary of Canadian Press.

Covering TWO AT A TIME

Dear Time-Buyer:

Enclosed herewith is an offer whereby your client can cover two fast-stepping Texas markets with two hard-hitting 5000-watt stations—both for one price.

That's right, sir—one price covers a billion dollars worth of buying income twice . . . and it does it at simultaneous or separate hours over both stations.

Where? Dallas and Fort Worth, of course. Who? WRR and KFJZ, naturally. Why? For double advertising results, certainly. When? NOW, sir, NOW!

TEXAS' BEST RADIO BUY

WRR DALLAS — **KFJZ** FT WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

THE OUTSIDE* AUDIENCE IS ARRESTED

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the counties in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

YOU CAN ARREST the attention of all of this big outside audience *only* if your show is on Don Lee, the only network that covers both halves of the Pacific Coast audience . . . since *only* Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,117,584 people spend approximately half of the $9,038,433,000 *in retail sales annually*).

ONLY DON LEE *offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of* INSIDE *and* OUTSIDE *coverage.*

DON LEE IS A BETTER BUY *than any other Pacific Coast network because it not only delivers* MORE LISTENERS *but does so at a* LOWER COST PER THOUSAND *radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a* DON LEE *station.)*

You'll get plenty of response from this big, wealthy, outside audience, too. Put your show on Don Lee—the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast.

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

AGENCIES

WALTER G. SMITH, former vice president in charge of media and member of plans board of Ruthrauff & Ryan, New York, has joined Blow Co., New York, as vice president in charge of media planning. He will coordinate activities of present time, space and outdoor department of agency.

JAMES A. AULL, former advertising manager of Strawbridge & Clothier, Philadelphia department store, and previously publicity director of KYW Philadelphia, for nine years, has joined Geare-Marston Inc., that city, as copy chief. He will have headquarters at agency's Philadelphia office and also will supervise copy of New York office.

Mr. Aull

JOHN LATTA, former vice president and director of Northeastern Public Service Co., has been elected vice president and research director of Booth, Vickery & Schwinn, New York-Baltimore.

HOWARD SHANK, formerly with Fulton, Morrissey Co., Chicago, has joined copy staff of MacFarland, Aveyard & Co., that city.

MYLES F. PEMBER, former editor of Evening Times, Monroe, Wis., has joined public relations department of J. Walter Thompson Co., Chicago. He will assist on Swift & Co. and Kraft Foods accounts.

HENRY J. ARCHER Jr., formerly with Chicago office of McCann-Erickson Inc. as executive on Atlas Supply Co. account, has joined that company as assistant advertising and sales promotion manager.

PETER D. BIRGENEAU, former advertising manager of Sangama Co., Toronto, has been appointed account executive of Russell T. Kelley Ltd., Toronto.

J. ESCALANTE BATES, formerly with Romer Adv. Service, Washington, has joined Courtland D. Ferguson Inc., that city, as an account executive. Prior to service with AAF, Mr. Bates was account executive for Moore & Hamm Inc., Peck Adv. and Picard Adv., all of New York.

ED HAUSER, who has been with Duane Jones Co., New York, for past year, has been promoted to copy staff of agency.

FLORENCE WEISS, former production manager of a New York advertising agency, has joined Seidel Adv., New York, as an account executive.

ALFRED R. BECKMAN, former business manager and time buyer of radio department at Buchanan & Co., New York, and sales service manager of ABC, has joined Cecil & Presbrey, New York, as radio time buyer.

EDWARD W. MURTFELDT, who has been with General Foods Corp., New York, for six years as associate advertising manager of Post Cereals division, June 1 will join Benton & Bowles, New York, as an account executive.

ROSEMARY HALL, former copywriter at Compton Adv., New York, has joined Paris & Peart, New York, in same capacity.

M. P. FRANCESCHI, vice president of Foote, Cone & Belding, New York, has been appointed general manager of agency's New York office. Mr. Franceschi has been with agency since it was founded.

JOHN V. DOYLE, former promotion writer in New York office of Chicago Tribune-New York News syndicate, has joined copy department of O. S. Tyson, & Co., New York.

WILLIAM VON ZEHLE & Co., New York, has become a corporation under name William Von Zehle & Co. Inc. Agency is three years old. Officers of corporation are Mr. Von Zehle, president; **VAN LEAR WOODWARD Jr.**, and **LARRY REIS**, vice presidents; **ANTHONY T. SARNATORO**, secretary; **KATHLEEN BANKS**, treasurer. Mr. Von Zehle, Mr. Woodward and Mrs. Banks have been elected to board of directors.

JOSEPH FIELD, New York newspaper and public relations man, formerly with PM newspaper, has been appointed assistant publicity director of Compton Adv., New York.

JOHN BRIDGEWATER, formerly with Dancer-Fitzgerald-Sample, Chicago, and Joseph Katz Co., Baltimore, has joined Wade Adv., Chicago, as creative copy director. He succeeds **ROBERT ARCHER**, who resigned to open own office.

MRS. CHARLES H. WILLIAMS, former advertising manager of Davison-Paxon, Atlanta department store, has been appointed to executive staff of Tucker Wayne & Co., Atlanta, Ga.

K. W. KASTOR & SONS, Chicago, have moved offices at 360 N. Michigan Ave. to 75 E. Wacker Drive.

ROBERT BUCKLEY, account executive of Dancer-Fitzgerald-Sample, New York, is the father of a girl.

DONALD C. HEATH, former secretary of plans board of Compton Adv., New York, has been named general manager of Agricultural Adv. & Research Inc., Ithaca, N. Y. Mr. Heath joined Compton Adv. in 1942, having previously been vice president and part owner of Walter T. Armstrong Inc., Philadelphia advertising typography firm.

Mr. Heath

J. STANLEY MACAULAY, vice president of The Essig Co., Los Angeles, has acquired interests of **ALBERT C. ESSIG** in that agency and changed firm name to Macaulay Co., with offices continuing at 1121 S. Hill St., Los Angeles. Telephone: Prospect 6287.

G. R. MITCHELL shifts from Brisacher, Van Norden & Staff, Los Angeles, to Harrington, Whitney & Hurst Inc., that city, as account executive, May 15.

HENRY CLARK, vice president of McCann-Erickson Corp., New York, and manager of its Buenos Aires office, who has been in this country since last December has returned to Buenos Aires.

WILLIAM MURPHY, former traffic head for trade paper division of J. Walter Thompson Co., New York, has joined foreign department of McCann-Erickson Corp., New York, to take charge of foreign traffic.

JOHN J. FOY, manager of Chicago office of Craig E. Dennison Adv., has resigned to join Landsheft Inc., Buffalo, N. Y., as account executive.

CLINT FRANK, former All-American football star from Yale U., has rejoined Dancer-Fitzgerald-Sample, Chicago, as an assistant account executive.

SANFORD WOOLF, account executive of Atherton & Co., Hollywood, has shifted to A. James Rouse Co., Los Angeles, in similar capacity.

LEONARD NEWSTEDER, director of industrial division of A. W. Lewin Co., Newark, N. J., and New York, has been elected vice president and member of planning board of that agency. He joined firm in March 1944, as director of industrial research and copy.

NEALE Adv. Assoc., Los Angeles, moves to 448 S. Hill St., May 17. Telephone: Michigan 2149.

FRANKLIN P. JONES, who was with the Philadelphia Record for 13 years until its suspension and sale this year, has been appointed director of publicity of Gray & Rogers, Philadelphia. Appointment is in connection with agency's expansion of public relations department.

JOHN A. CAIRNS & Co., New York, has opened Canadian office at Montreal, with **MARY NIGHTINGALE** as Canadian manager.

Robinson Has Left Position With FC&B

HUBBELL ROBINSON, national radio director of Foote, Cone & Belding, New York, resigned last Wednesday. He will leave for a vacation in Bermuda this week. Mr. Robinson's future plans were not announced.

Meanwhile, the agency does not plan to replace Mr. Robinson, but will allow the three individual radio directors in New York, Chicago and Hollywood to maintain direction of the agency's radio activities. Emerson Foote, president of the agency, left last Thursday for a two-week trip to his London office.

William E. Berchtold, J. Hugh E. Davis, and William J. Pringle, all former Foote, Cone & Belding vice presidents, have been promoted to the newly-established post of executive vice presidents.

Mr. Berchtold, a member of the agency's board of directors in charge of the plans board, has been made executive vice president in charge of New York operations; J. Hugh E. Davis has been appointed executive vice president in charge of Chicago operations, and William J. Pringle named executive vice president in charge of Los Angeles operations.

"The creation of this new level of executive responsibility has been made advisable by the expansion of our business—now double what it was four years ago," it was said in a joint statement by Emerson Foote, Fairfax M. Cone and Don Belding.

Ad Clearing House

A NEW TYPE of advertising service for out-of-town advertising agencies and advertising departments, offering the use of a New York office and the advertising talents and facilities of the New York area has been formed by George M. Cahan, formerly with CBS Hollywood, Herbert B. Cahan, formerly with Forward Adv. and Maxwell Kalman, previously with Ted Bates Inc, and Gahagan, Turnbull Adv. Organization will be known as Advertising Clearing House Inc. The new firm will be located in the Penthouse of the Times Building in New York.

FM Symposium

RADIO CONSULTANTS Inc., Washington, has scheduled a second symposium on FM station management and operating problems for June 26-28 at the Hotel Statler, Washington. Speakers will include Everett Dillard, consulting engineer and owner of KOZY Kansas City and WASH (FM) Washington; Hudson Eldridge, manager of WASH (FM), Leonard L. Asch, W. Russell David, J. Gerald Mayer, Graeme C. Bannerman and Scott G. Rigby of Radio Consultants.

J. B. CLARK, "smooth voice of the South," gets a winning answer on MERCHANDISE FOR YOU . . . one of top radio shows in Charlotte, N. C., largest city in the Carolinas.

WAYS 610 Kc 5000 WATTS DAY 1000 WATTS NIGHT

Take A Number Up To Two Million!

Most everyone in the 2,000,000 population area served by WAYS is at home between 7:20 and 7:30 P.M. That's the time when J. B. Clark-telephones some lucky listener for the answer to his MERCHANDISE FOR YOU show. This solidly established program now open for sponsorship. Rates and audition disc available from WAYS, Charlotte, N. C., or Weed & Co.

WHHM STILL DELIVERS

MORE LISTENERS PER DOLLAR IN MEMPHIS

LEADING THE NETWORK STATIONS IN MEMPHIS

FIRST—Saturday Daytime
SECOND—Sunday Afternoons
SECOND—Weekday Afternoons

LOOK OVER THE LATEST HOOPER

(OCTOBER, 1946 thru FEBRUARY, 1947)

If you're already placing spots on WHHM, there's a reason for you to beam!

HOOPER STATION LISTENING INDEX

CITY: MEMPHIS, TENN. City Zone MONTHS: OCTOBER, 1946 THRU FEBRUARY, 1947 (Five Months)

Total Coincidental Calls—This Period 46,636

MEMPHIS AVERAGE RATING OF REPORTED STATIONS: Tuesday Morning, 3.2; Saturday Afternoon, 3.9; Evening, 5.4

SHARE OF AUDIENCE

INDEX	SETS IN USE	WHHM	Network A	Network B	Network C	Network D					OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI 8:00 A.M. 12:00 NOON	16.1	21.2	22.5	22.2	12.5	21.2					0.4	8,677
WEEKDAY AFTERNOON MON. THRU FRI 12:00 NOON—6:00 P.M.	19.5	19.4	35.6	18.9	16.3	9.5					0.3	11,494
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.4	14.1	34.0	29.2	9.4	12.7					0.6	14,116
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.2	23.0	25.1	17.3	19.7	11.9					1.0	3,693
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.0	26.8	20.7	24.6	15.1	11.3					1.0	6,456
TOTAL* RATED TIME PERIODS	22.7	18.3	31.0	24.2	13.0	12.9					0.6	46,636

The Hooper *"STATION LISTENING INDEX"* is computed from the total station mentions secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are *"Not at home,"* those who are *"Not Listening"* and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for *"Sets-in-Use"* computation is *"Total Homes Called."*

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of *"CONTINUING MEASUREMENT OF RADIO LISTENING"* applies to this *"STATION LISTENING INDEX"*

NOTE: No interviewing conducted before the World Series broadcasts are included in this report. See bulletin immediately Page 1.

WHHM

MID-SOUTH'S 24 HOUR STATION
MEMPHIS, TENNESSEE

Represented by FORJOE & CO.

COUSIN KATEY says:

Dear Cousin:

Just sittin' up at my desk with my pen in my mouth tryin' to think of somethin' to say. Course, after I say it, guess I'll find out my pen was my foot! One thing, though, I can always say; It's sure good listenin' to KTSA. Hm, doesn't that rhyme pretty, cousin? Read it again.

Sure is a nice spring down here in San Antonio. We sit outside in the evening or lay around in a hammock eating good Texas barbecue. Some folks like ham hocks and cabbage. I'll take hammocks and barbecue! Some joke, huh, Cuz?

Fred Bennett ("Merry-Go-Round" 8:00-8:30 AM daily over KTSA) told me that monkeys provided 10,000 women's fur coats last year. I don't believe him, Cousin. Monkeys are pretty smart, but how'd they ever teach them to make fur coats. Here's hoping you and our THS cousins, Roy Cowan and Tom Peterson, can come see us soon, as well as any of our other friends up there. The welcome mat's waitin' here at KTSA.

Gotta' go now. So long till next time.

Love and Kisses,
Your Favorite Cousin
Katey Essay

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Radio Sales
CBS LSC

TECHNICAL

CHARLES BREEDING, who has been in radio engineering field for 20 years, has been appointed chief engineer of **KRUX** Phoenix.

BURNDY ENGINEERING Co., New York, has developed new one-piece, small-wire Hylug terminals for extra-thick insulated conductors. Hylugs feature U-shaped tab designed to accommodate insulation of conductors used in radio transmitters, video and other types of electrical equipment.

ROBERT WALKER has joined technical staff of CKGB Timmins, Ont.

JAMES S. EVANS, formerly with **KANA** Anaconda, Mont., has joined engineering department of KGVO Missoula, Mont.

S. G. JONES, former chief engineer of broadcast equipment division of Raytheon Mfg. Co., Newton, Mass., has joined Rauland Corp., Chicago (radio, sound communications).

NELSON MERRITT has joined engineer department of WNLC New London, Conn.

CLARENCE HOUSTON has joined technical staff of CFCH North Bay, Ont.

GEORGE COLE, engineer of KFOX Long Beach, is now record m.c. with nightly two-hour program.

Claremont, N. H., Paper's FM Station Plans Start

WLOB (FM), station of the Claremont, N. H. *Daily Eagle*, will go on the air experimentally May 19, Lincoln O'Brien, manager of the station and publisher of the *Daily Eagle*, announces.

WLOB will be on Channel 271. Its staff includes, besides Mr. O'Brien: Clayton J. Boddy, former advertising solicitor for the *Daily Eagle*, sales manager; Lawrence C. Freeman, formerly with radio section of Army public relations, WLIB (WCNW) and WNYC New York City, program director; Harold Katz, also formerly with WNYC, chief engineer; Hugo Gerbi and Charles S. Richardson, engineers, and Hazel Penniman, traffic manager.

TV Cost Formula

A NEW economic approach to the cost problem within the growing television industry has been adopted by Telamerica Inc., Chicago producers of films exclusively for television medium. Designed to correct present lack of quality and organization in video, unit uses a cost formula whereby it buys only what it needs for immediate use, thus eliminating high overhead for commercial film producers.

New Farnsworth Set

PRODUCTION of a new FM-AM-short wave phonograph-radio, Model GK-143, has been announced by Farnsworth Television & Radio Corp. The new model, containing 13 tubes and a rectifier, is the third FM-AM combination console announced by Farnsworth within a month. Firm reports that first shipments of the other sets, Models GK-102 and GK-141, have gone out to distributors and dealers.

NAB RESEARCH DIRECTOR HEADS BMB COMMITTEE

KENNETH H. BAKER, NAB director of research, was unanimously elected chairman of the BMB Technical Committee, it was announced last week following a meeting of the committee in New York. On taking office, Mr. Baker said that he would soon appoint a sub-committee to work with John K. Churchill, BMB director of research, and fully explore means of determining listener frequency.

The committee began consideration of several plans which will furnish a measurement of radio stations' average daily audiences and will supplement the basic weekly audience figures. The idea of a daily measurement stems from the board Research Committee, which, after its May 2 meeting, instructed the Technical Committee to supplement the basic weekly totals with data on frequency of listening.

Those attending the Technical Committee meeting were: For AAAA—W. J. Main, Ruthrauff & Ryan, and C. E. Pooler, Benton & Bowles; for ANA—Harry Wolfe, Colgate-Palmolive-Peet; for NAB—Kenneth Baker (NAB), Edward Evans (ABC), Cortlandt Langley (WOR), Elmo Wilson (CBS) and Kenneth Greene, substituting for H. M. Beville Jr. (NBC); for BMB staff—Hugh Feltis, president, John Churchill, director of research, Philip Frank, executive secretary, Richard Wyckoff, statistician, and Ralph Sharp, analyst. Guests included Harper Carraine (CBS), Horace Stovin, Horace N. Stovin & Co., Charles Follett (BBM) and H. F. Chevrier (CBC).

'Chairside' Radio

ZENITH Radio Corporation's new chairside radio line, first displayed at the National Furniture Mart last January is now in production, H. C. Bonfig, vice president, has announced. First of the chairsides to come off the assembly lines was a bleached mahogany combination, designed to make possible complete radio and record listening pleasure from an easy chair.

AM-FM Alignment

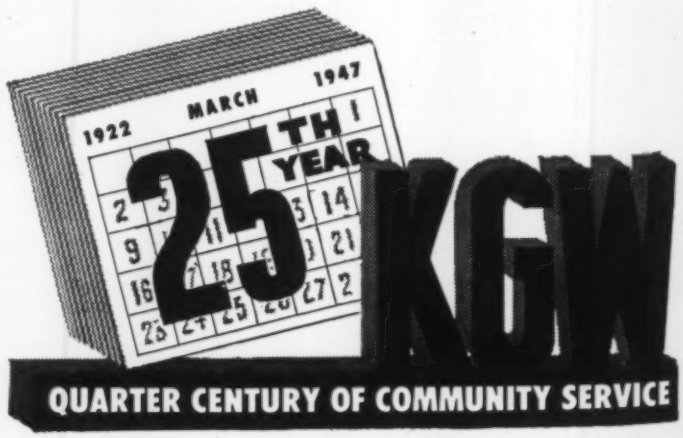
IN a letter to FCC Chairman Charles Denny, Frank Marx, director of general engineering, ABC, has suggested that FM stations which are affiliated with AM stations in the same area be assigned FM channels which correspond, on radio receiver dials, as nearly as practicable with the position on the dial of the respective AM station. The suggestion is based on a survey made by ABC's general engineering department of combination AM-FM receivers manufactured by eight well-known concerns which showed that, in each case, the tuning dials are so calibrated that both the FM channel numbers (frequencies) and the AM frequencies ascend in the same direction on the dials.

New GE Antennas

SPECIALTY Division of General Electric's Electronics Department has announced two new folded-dipole FM and television antennas, designed to match 300-ohm transmission lines. The dipole elements are directional both front and rear broadside to the antenna, and are designated models UKA-002 and UKA-001. Further information on these new GE antennas may be obtained from R. S. Fenton, Specialty Division, GE Electronics Dept., Wolf St., Syracuse, N. Y.

New WNYC-FM Channel

WNYC-FM, New York City's municipally owned FM outlet, expects to begin operation on its new frequency allocation of 93.9 mc or channel 230 in about two weeks, thus being the first station in the New York area to operate under the new FCC allocation plan, [BROADCASTING, April 14], according to an announcement last week by Seymour N. Siegel, acting director of the municipal broadcasting system, WNYC and WNYC-FM.



Over 100 Stations Fully Equipped by Raytheon in Less Than One Year

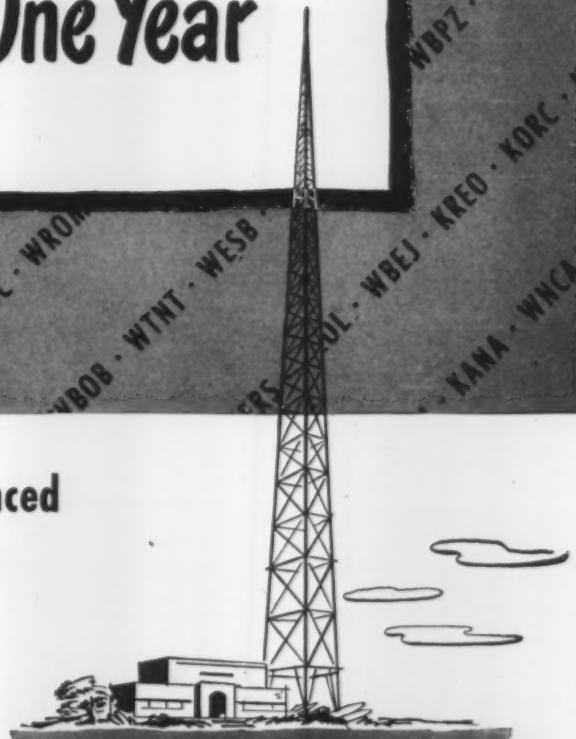
An enviable record based on advanced engineering and modern design

● More and more station owners every day are turning to Raytheon for the very finest in broadcast equipment. Raytheon is leading the way with simplified circuit design, thorough engineering and complete dependability.

Across the nation, enthusiastic station owners and engineers (both AM and FM) praise the high fidelity, servicing accessibility and low-cost maintenance of Raytheon broadcast equipment—from Single-Channel Remote Amplifiers to 5 KW Transmitters. With Raytheon equipment they find it far easier to set up programs—and operation is so simple and logical that errors are cut to a minimum.

Be sure you have *all* the facts before you buy. Investigate Raytheon's complete line of speech input equipment and both AM and FM Transmitters ranging from 250 to 10,000 Watts.

These superb Raytheon products assure the most practical application to *your* specific broadcast problem . . . bring you the finest in modern high fidelity and engineering excellence. Write or wire for illustrated specification bulletins, including complete technical data.



RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
BROADCAST EQUIPMENT DIVISION
7475 N. ROGERS AVE., CHICAGO 26

Devoted to Research and Manufacturing for the Broadcasting Industry

HO-HUM DEPT.
Cut Off Ritual Is Re-Enacted For Bob Hope

THE NBC TECHNICIAN in charge of pulling switches was at work again last week. When Bob Hope used a forbidden reference to another network, NBC cut him off the air.

The Hope incident followed by only a few hours a statement by Niles Trammell, NBC president, at an RCA stockholders' meeting in New York that the network now regarded its earlier silencing of Fred Allen for using a joke about vice presidents [BROADCASTING, April 28] as ill advised.

Said Mr. Trammell: "We hope we have learned our lesson."

According to NBC, a reference to CBS had been stricken from Mr. Hope's script in accordance with an NBC rule against the mention of competing networks on NBC. When the irrepressible comic ad libbed the rejected line, the switch was pulled for five seconds.

Mr. Trammell said that NBC had decided that the Allen incident was regrettable and that no issue should have been made of his insistence upon using the gag.

The network, said Mr. Trammell, had received 915 letters objecting to its discipline of the comedian. An NBC reply will be sent to each objector, he said. And NBC will send every complainant a 1946 NBC review and two pictures of Fred Allen.

PRODUCTION

GORDON N. WALTZ, who has been with WLW Cincinnati for 10 years, has joined WKAT Miami Beach, Fla., as production manager. He assumes his new duties May 19.

HENRY MORGAN, ABC comedian, will be the featured speaker at "I Am an American Day" exercises sponsored by Adult Education Council of Springfield, Mass., at Springfield, May 18.

IRVING GITLIN, assistant CBS science director, is to be married June 15 to Louise Ziskind of New York.

GABRIEL MILLERAND, former chief announcer at AFN Frankfurt, Germany, has joined announcing staff of WHIM Providence, R. I.

HAL DAVIS, RCAF veteran, has been appointed continuity editor of CKNW New Westminster, B. C., effective May 15.

FRED C. COLLINS Jr., former chief announcer at WSUA Bloomington, Ind., has joined announcing staff of WOWO Fort Wayne, Ind.

MELBA GRIBBON has been named musical director of CFCH North Bay, Ont.

JOSEPH GILLESPIE, former announcer at KPO San Francisco, for three years before the war and veteran of AAF, has rejoined KPO.

LT. COMDR. TY KRUM, USNR (ret.), veteran's advisor for NBC, May 3 received first of the new National Defense Medals which are soon to be distributed to men who served in Armed Forces during period before Pearl Harbor.

JACK McELROY, radio actor, singer and announcer, takes over for **TOM BRENEMAN** on "Breakfast in Hollywood," Mon. through Fri. on ABC, while Mr. Breneman takes two week vacation, starting May 12.

LEONARD CARLTON, associate producer of "County Fair" show, Sat. on CBS, becomes producer-director of program, succeeding **ARTHUR MOORE** who leaves to star in "Arthur's Place" [BROADCASTING, May 5]. Both programs are sponsored by Borden Co., New York, through Kenyon & Eckhardt, New York.

TOM WAYMAN, announcer at KVNU Logan, Utah, and student at Utah State College, placed first in all newscasting and news commentary contests at annual Speech Congress for Rocky Mountain Conference, April 24-26.

ROGER BOWMAN, NBC announcer, and **EDWARD STASHEFF,** educational consultant to CBS television and script supervisor of WNYE New York, have been signed by Julliard School of Music, New York, to teach radio and television techniques during summer session.

LYNN LEWIS, former woman's commentator at WARM Scranton, Pa., has joined staff of WSCR that city.

HOWARD C. ROBINSON has joined announcing staff of WWCO Waterbury, Conn.

DAVID LEE, program director of WWCO Waterbury, Conn., and Mary Vaughn have announced their engagement.

ALLEN SAUNDERS and **BRUCE POWERS,** both ex-servicemen, have joined announcing staff of WNLC New London, Conn.

GUY BAYZ has shifted from script to sound effects department of KNX Hollywood. **JOHN MOORE,** station stage hand, has resigned to do freelance writing.

JOHN de B. PAYNE, formerly of CBF and CBM Montreal, and radio program consultant for CBC at international conferences, has resigned from CBC to join Hudson's Bay Co., Winnipeg, as public relations officer.

WILLIAM LISKA has been appointed production manager of CJGX Yorkton, Sask.

KEN NILES has replaced **DOUG GOURLEY** as announcer on NBC "Date With Judy."

MARIE KARLSTROM, formerly with Chicago office of MBS, has joined WJJD Chicago, as continuity director.

KEN KEESE, musical director at WESC Greenville, S. C., has been appointed program director.

ALAN FYFE has joined announcing staff of CKGB Timmins, Ont.

FRANK TINKER, AAF veteran, has been appointed musical director of KRUX Phoenix, and **JERRY QUIGG** has been named assistant musical director. **FRANK JAMES,** former program director of KPHO Phoenix, has joined station's announcing staff.

DR. WILLIS F. DUNBAR, program director of WKZO Kalamazoo, has been elected president of Michigan State Historical Society.

SHIRLEY JANE MORGAN, has joined continuity staff of WHBC Canton, Ohio.

RED SKELTON, star of his own NBC program, is the father of girl born in Santa Monica, Calif., May 5.

WALTER J. PRESTON, program director of WBBM Chicago, has been chosen by Navy Dept. to accompany other newspaper and radio men on 14-day cruise to Bermuda, in recognition of his contributions to Navy recruiting and promotion during war.

JOHN HANLEY, formerly with KFRU Columbia, Mo. and WFMD Frederick, Md., has joined WOL Washington, as head of continuity department. **WALT FERGUSON,** formerly with KWKH Shreveport, La., has joined WOL announcing staff.

PAUL REEDS, announcer at CHEX Peterborough, Ont., and June Cooke have announced their marriage.

MILTON E. KRENTS, producer, of NBC's "Eternal Light" program and radio consultant to American Jewish Committee, has been appointed radio program consultant to missions public relations office of Home Missions Council and Foreign Missions Conference. He was special radio consultant for the OWI in Washington during war.

WILLIAM GARTLAND, of NBC Hollywood recording division, and Phyllis Bader were married May 2.

PROGRAM HEADS MEET NBC EXECS IN CHICAGO

CLARENCE L. MENSER, NBC vice president, will attend the second annual program and production managers' meeting with NBC Central Division executives in Chicago May 21. Invitations also have been extended to John F. Royal, vice president in charge of television, Kenneth R. Dyke, vice president in charge of broadcast standards and practices, and Thomas McCray, NBC Eastern program manager.

I. E. Showerman, NBC Central Division general manager, will welcome delegates at the opening session. Jules Herbuveaux, Central Division program manager, said emphasis will be on local station problems and accomplishments, with special sessions devoted to all phases of local programming.

Invitations have been extended to Melvin C. Wissman, WWJ Detroit; Eldon A. Park and Chet Herman, WLW Cincinnati; Charles R. Freburg, WOC Davenport; Lyle Demoss and Ray Olson, WOL Washington; Harry J. Kauffman, WDAF Kansas City, Mo.; Robert Ritter, WSM Nashville; Ira Leslie, WSFA Montgomery, Ala.; Ralph H. Sims, WJBO Baton Rouge, La.; Bob Watson, Amarillo, Tex.; Dick Watkins, KRGV Weslaco, Tex. Program directors of KSD St. Louis and KELO Sioux Falls, S. D., also have been invited.

A similar series of conferences between NBC and affiliates will be held in New York May 14-16 and in Hollywood May 27-29.

U. S. Radio Stars Appear At CFRA Ottawa Opening

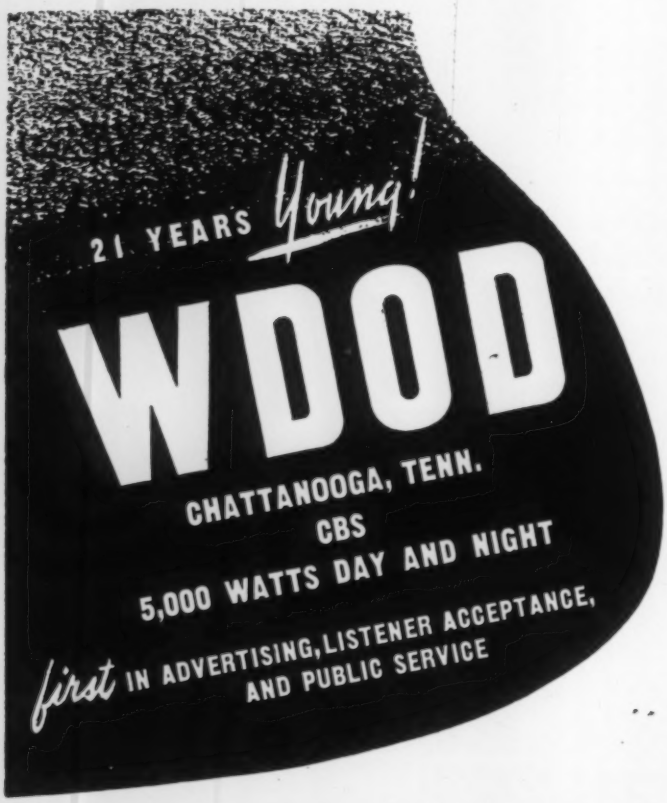
CFRA Ottawa, new 1 kw station on 560 kc, opened officially May 3 with special programs and importation of top stars of U. S. radio.

A special train was run from Montreal to Ottawa for advertisers, agency executives, radio artists and others in broadcasting industry to witness station's opening.

Percy Faith, Canadian conductor of *Carnation Contented Hour* orchestra, was brought to Ottawa to lead 60-piece orchestra and 60-voice chorus. The cast of Rinso's *Big Sister* program was brought from New York to put on program at CFRA. Door prizes amounting to $5,000 were awarded at opening broadcast. Frank Ryan is owner-manager of CFRA. He was at one time manager of CKLW Windsor-Detroit.

Manual of Dialects

TO TEACH regional American dialects to actors of radio, stage, screen and television is the purpose announced by Lewis and Marguerite Herman for *Manual of American Dialects* (Ziff-Davis Publishing Co., New York. $6) Manual analyzes the regional dialects of the U. S. and subdivides each into its more prominent local variations.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

IN THE CATHEDRAL OF THE OPEN RANGE

Sunday morning . . . overhead, the incomparably delicate blue of the Texas sky . . . below, a chuck wagon in the limitless expanse of mesquite-covered plains . . . at the rear of the wagon, a few cowboys take their ease after breakfast, still sipping the strong, black coffee of the range from battered tin cups and listening . . . listening to the deep, rich tones of an organ and the voice of a minister in prayer . . . in this cathedral of the open range.

This is a far cry from the fictional cowboy — yet it is a true picture. Ranchers, farmers, oilmen and others whose occupations require living in lonely places, keep the word of God before them and are deeply interested in religion.

In seventeen periods on Sunday and throughout the week, national and local religious programs of various denominations (or non-denominational) are carried over WOAI to huge audiences.

These broadcasts serve all who, because of distance or physical disability, are unable to attend services at the church of their choice. Quite naturally, these people depend on WOAI for other things, too — for market and weather reports; for farm and ranch information and for pleasant entertainment suited to the tastes of the various members of their families.

WOAI is the only 50,000 watt, clear channel broadcasting station serving 88 of those huge Texas counties in its primary range.

WOAI
San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

– THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

50,000 WATTS *Clear* CHANNEL

Network Accounts

New Business

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart Dog Food), June 8 starts for 13 weeks "Lassie" on ABC Sun., 3-3:15 p.m. Agency: Henri, Hurst & McDonald, Chicago.

STANCO Inc., San Francisco (Flit bug exterminator), May 13 starts for 52 weeks "Flit Frolics" on 44 Don Lee Pacific stations, Tues.-Thurs., 4:30-4:45 p.m. (PST). Agency: McCann-Erickson Inc., San Francisco.

HOUSEHOLD FINANCE Corp. of Canada, Toronto (loans), June 25 starts "The Whistler" on 30 Dominion network stations, Wed. 10-10:30 p.m. Agency: Shaw-Le Vally Inc., Chicago.

LAMBERT PHARMACAL Co., Toronto (Listerine toothpaste), June 5 starts "Treasure Trail" on 30 Dominion network stations, Fri. 8:30-9 p.m. Agency: Lambert & Feasley, New York.

Renewal Accounts

GENERAL FOODS Corp., New York, July 3 for 52 weeks, renews "Aldrich Family" on NBC, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, New York.

CHRISTIAN SCIENCE Publishing Society, Boston, June 5 for 13 weeks renews "The Christian Science Monitor Views the News," ABC, Thurs., 8:15-8:30 p.m. Agency: H. B. Humphrey Co., Boston.

LUDENS Inc., Reading, Pa. (Fifth Avenue Candy Bar), June 1 renews for 13 weeks "Hoagy Carmichael Show" on 141 CBS stations, Sun., 5:30-5:45 p.m. Agency: J. M. Mathes Inc., New York.

Network Changes

DERBY FOODS Co., Chicago (Peter Pan peanut butter), June 20 drops "Sky King" on ABC, Mon.-Fri., 5:15-5:30 p.m. (CDST). Will resume show Sept. 22.

KRAFT FOODS Co., Chicago (Parkay), June 11 replaces "The Great Gildersleeve with "Jack Meakin & His Summerfield Bandstand" on NBC for 13 weeks, 8:30-9 p.m. Agency: Needham, Louis & Brorby, Chicago.

HUDSON BAY Co., Winnipeg (tea and coffee), May 5 cancelled "Rhythm and Romance" on 10 western Trans-Canada network stations, Mon. 8:45-9 p.m. Agency: Cockfield Brown & Co., Winnipeg.

PHILCO CORP. of Canada, Toronto (radios, phonographs), June 18 and June 19 cancels Bing Crosby on 20 Dominion network stations, Wed. 10-10:30 p.m. and Thurs. 10:30-11 p.m. Agency: Hutchins Adv. of Canada, Toronto.

TRUCK FARM PROJECT
WBIG Encourages Vegetable Growing in Piedmont Area

BROADCASTING and farming have long been closely linked, but WBIG Greensboro, N. C., has combined the two fields to present a new type of public service.

WBIG serves the rich Piedmont farming section of North Carolina. Nevertheless, most of the vegetables sold in the area were imported. The manager of WBIG, Maj. Edney Ridge, decided that one solution would be intensive truck farming on small areas of land near the station.

Major Ridge offered his plan to the agricultural department of A. and T. College and three students were assigned to operate an experimental farm for WBIG. The trio of student farmers are paid by the station and since the fall of 1945 have defrayed all of their college expenses with their farm earnings. All three plan to teach agriculture when they complete their education.

JUNIOR ACHIEVEMENT sponsor citation is presented to Craig Lawrence (r), general manager of WCOP Boston, by Massachusetts Gov. Robert F. Bradford (l) as Joseph P. Spang, president of Gillette Safety Razor Co. and co-chairman of Junior Achievement of Massachusetts, smiles approval. WCOP's Junior Achievement unit, the Student Broadcasting Co., has been in operation six months and received its charter April 27. Its members will continue activities throughout the summer, when Junior Achievement activities customarily are suspended.

Sponsors

JOHN THOMPSON DORRANCE Jr., with Campbell Soup Co., Philadelphia, since 1945, has been elected to company's board, and PHILLIP W. SAUDER, who has been with company since 1924, has been elected vice president in charge of research and development.

J. LESTER PERRY, former assistant to BENJAMIN F. FAIRLESS, president of U. S. Steel Corp. of Delaware, has been elected president of Columbia Steel Co., U. S. Steel's West Coast subsidiary, succeeding the late WILLIAM A. ROSS, who died in San Francisco April 19.

DAVID L. BROWN, former account executive at Newell-Emmett, Pedlar & Ryan, and McCann-Erickson, all of New York, has joined Vick Chemical Co., New York (Vicks proprietary products), as export advertising manager.

FEDERAL SAVINGS AND LOAN COUNCIL of Ill., Chicago, May 5 for 10 weeks started weekly station breaks on three Chicago stations; three on WMAQ, two on WGN, and one on WBBM, as part of Chicago-suburban campaign to acquaint listeners with Federal Savings program. Agency: Williams Assoc., Chicago.

W. E. WILLIAMS has been appointed vice president and general manager of Procter & Gamble Co. of Canada, Toronto, succeeding H. H. STAFF who has been transferred to Cincinnati office to fill executive post in foreign department.

STANDARD OIL Co., of N. J. (Esso marketers), is giving over commercial period at end of its 11-11:05 p.m. Friday "Esso Reporter" broadcast on WJZ New York, to give comprehensive weekend weather forecast. Service began May 2. Agency: Marschalk & Pratt, New York.

SAXON BEVERAGES OF NEW JERSEY, Jersey City, N. J., has appointed Schacter, Fain & Lent, New York, to handle advertising. Radio will be used.

LOUIS ZIEGLER BREWING Co., Milwaukee (beer), in mid-May starts transcribed spot announcement campaign utilizing stations in California and Wisconsin. Agency: Neale Adv. Assoc., Los Angeles.

SEAMPROOF Inc., New York (slips and lingerie), has appointed Lester Harrison Inc., New York, to handle advertising. Radio will be used.

COAST-CURRIE ICE CREAM Co., Los Angeles (retail chain), May 5 started summer spot announcement campaign on KNX KFI KHJ KECA. Agency: Barton A. Stebbins Adv., Los Angeles.

TURCO PRODUCTS Co. Inc., Los Angeles (Tay-detergent), has appointed The Mayers Co., Los Angeles, to handle regional consumer advertising. Radio will continue to be used.

42 PRODUCTS Inc., Los Angeles (42 Oil Shampoo), May 1 started spot announcement schedule on stations in nine western markets. Contracts are for 52 weeks. Agency: Brisacher, Van Norden & Staff, Los Angeles.

JACK'S, Los Angeles (sports goods, home appliance chain), has appointed Tullis Co., Los Angeles to handle regional advertising. Radio will be used.

UNITED MATTRESS Co., Los Angeles (manufacturers), May 6 started five weekly early morning "Wake Up" program with Evie Scott, girl record m.c., on KMPC Hollywood. Contract is for 13 weeks. Other radio is planned. Agency: Adv. Engineers Corp., Los Angeles.

CALIFORNIA FRUIT CHIMES Co., San Gabriel, Calif. (candy and fruit products), has appointed Allied Adv. Agencies, Los Angeles, to handle regional advertising. Radio will be used.

TECATE IMPORTERS Inc., Los Angeles (beer), through Foote, Cone & Belding, that city, has cancelled 10 week spot announcement campaign scheduled for nine major western markets.

SEALTEST Inc., New York (dairy products), has signed Jack Carson, currently sponsored by Campbell Soup Co., to long contract for "Sealtest Show" on NBC, 9:30-10 p.m., starting in autumn. Agency: McKee & Albright, N. Y.

SWIFT & Co., Chicago, begins television series May 16 on WNBT New York, Fri. 1-1:30 p.m., with Jinx Falkenburg and Tex McCrary. Agency: McCann-Erickson, New York.

KRAFT FOODS Co., Chicago, is sponsoring 35-week television series titled "Kraft Television Theatre" on WNBT New York, Wed. 7:30-8 p.m. Agency: J. Walter Thompson Co., New York.

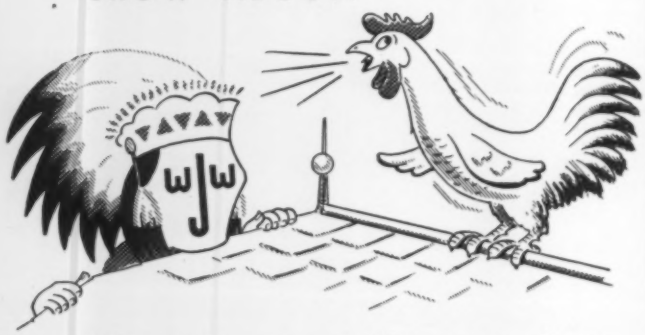
TILFORD'S RESTAURANT, Los Angeles, has appointed A. James Rouse Co., Los Angeles, to handle advertising. Radio will be used.

To Replace

FRANK SINATRA will return to "The Hit Parade" on NBC sponsored by Lucky Strike in mid-September, replacing Andy Russell. A feminine vocalist will be featured on program too. Foote, Cone & Belding, New York, agency handling Lucky Strike, is currently looking for permanent girl singer for show.

CLEVELAND'S *Chief* STATION

SOMETHING TO CROW ABOUT!



WJW mornings are something to crow about! According to many consecutive Hoopers . . . morning listeners prefer WJW to any other Cleveland Station!

And—advertisers know what the Hoopers show . . . that morning *or* afternoon WJW delivers more listeners per dollar than any other Cleveland Station . . . delivers more profit dollars in sales!

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job **—at one low cost**

all **CBS** available at combination rates

★1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY **THE KATZ AGENCY,** INC.

what's in a studio?

"There are microphones, amplifiers, a control console, a clock . . . everyone knows what's in a studio!"

But the custom built department at the Langevin Company answers this question a little differently. Instead of visualizing a studio as a collection of conventional, packaged broadcast equipment, we like to think of it in terms of *audio facilities* sufficiently flexible to handle the production of the toughest show—including those requiring unusual dramatic effects to satisfy the client.

Every studio has its own operating problems, and every chief engineer his original ideas. This broadcast station individuality is our business! It's our business to custom build for you the studio facilities you need and want, providing for reverberation chambers, sound effects, and all the other "specials" that make for station flexibility.

With Langevin Quality amplifiers in stock, our custom built department is ready to engineer and fabricate, for earliest delivery, your answer to "What's in a Studio?"

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W 65 St 23 · SAN FRANCISCO 1050 Howard St 3
LOS ANGELES 1000 N Seward St 38

ACTIONS OF THE FCC

MAY 2 TO MAY 8

CP-construction permit | **ant.-antenna** | **cond.-condition(s)**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

May 2 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

Announced proposed decision looking toward grant of application of Monterey Bay Broadcast Co. for new station at Santa Cruz, Calif., 1460 kc 1 kw DA cond.; and grant of application of San Jose Bcstg. Co. for new station at San Jose, Calif., 1500 kc 1 kw DA-N. At same time Commission proposes to deny applications of Golden Gate Bcstg. Corp. to change frequency of KSAN San Francisco from 1450 to 1460 kc, increase power from 250 w to 5 kw unl. DA, Cascade Bcstg. Co Inc. to increase power of KTYW at Yakima, Wash., from 500 w to 1 kw unl. on 1460 kc and Mission Bcstg. Co. for new station at San Jose 1490 kc 250 w unl. (Commissioner Wakefield concurs in part, but as between San Jose applicants believes Mission Bcstg. Co. application should be granted).

Announced order granting application of Liberty Bcstg. Co. for new class B FM station in Pittsburgh.

Granted six-months' extension of completion date of FM (class B) CP to Bremer Bcstg. Corp. (WAAW). (Commissioner Wakefield voted no).

BY THE COMMISSION

AM—570 kc

WQQW Washington—Granted mod. license increase 500 w to 1 kw on 570 kc D.

Designated for Hearing

Metropolitan Houston Bcstg. Co., Houston, Tex.—Designated for hearing application for CP new station 1060 kc 1 kw-N 5 kw-D DA-DN.

WWBZ Vineland, N. J., and WPPA Pottsville, Pa.—Designated for consolidated hearing WWBZ application change hours from D to unl. and install DA-N on 1360 kc, with WPPA application to change hours from D to unl., increase 500 w to 1 kw, make changes in trans. and install DA-N on 1360 kc.

Radio Modesto Inc., Modesto, and KYOS Merced, Calif.—Designated for consolidated hearing Radio Modesto application for new station 1360 kc 1 kw unl. DA, and KYOS application to change from 1490 kc 250 w unl. to 1360 kc 1 kw unl., install new trans. and DA-N.

AM—940 kc

WMAZ Macon, Ga.—Granted CP increase 5 kw to 10 kw unl. and make changes in DA.

WINZ Hollywood, Fla.—Granted CP change hours, install DA-N and change trans. location.

Puerto Rico Communications Authority, Rio Piedras, P. R.—Granted CP new station 940 kc 10 kw unl. DA-DN; cond. (Comr. Jett for hearing).

Plains Empire Bcstg. Co., Amarillo, Tex.—Granted CP new station 940 kc 1 kw unl. DA.

AM—1340 kc

Duncan Bcstg. Co., Duncan, Okla.—Granted CP new station 1340 kc 100 w-N 250 w-D; (Comrs. Durr and Hyde for hearing).

AM—1290 kc

Alaska Bcstg. Co., Fairbanks, Alaska—Granted CP new station 1290 kc 1 kw unl.; cond.

WIRK West Palm Beach, Fla.—Granted CP mod. CP change hours from D to unl., install DA-DN extend commencement and completion dates.

WTMC Ocala, Fla.—Granted CP change from 1490 kc to 1290 kc, increase 250 w to 1 kw unl., install new trans., install DA-N, change trans. location. (Comr. Durr for hearing).

WIRL Peoria, Ill.—Granted mod. CP increase 1 kw to 5 kw DA-DN, install new trans. and change trans. location.

AM—580 kc

KTSC Tuscon, Ariz.—Granted CP change from 1490 kc to 580 kc, increase 250 w to 1 kw unl., install new trans. DA-N and change trans. location.

AM—1330 kc

WBRR Brooklyn, N. Y.—Granted CP increase 1 kw to 5 kw, install new trans. and DA-DN. (Shares-WEVD, WHAZ).

Community Service Bcstg. Co., Erie, Pa.—Granted CP new station 1330 kc 5 kw unl. (DA-2), DA-DN.

AM—1560 kc

Ramon Agudo, Bayamon, P. R.—Granted CP new station 1560 kc 250 w unl.; cond.

AM—1110 kc

Borinquen Bcstg. Co., Caguas, P. R.—Granted CP new station 1110 kc 250 w unl.

AM—1480 kc

Mobile Daily Newspapers Inc., Mobile, Ala.—Granted CP new station 1480 kc 5 kw (DA-2) unl. (Comr. Durr for hearing).

WHOM Jersey City, N. J.—Granted CP increase 500 w-N 1 kw-LS to 5 kw unl., install new trans. and DA-DN, change trans. location, on 1480 kc.

Radio Anthracite Inc., Shamokin, Pa.—Granted CP new station 1480 kc 1 kw unl. DA-N.

AM—1260 kc

Grand Forks Herald Inc., Grand Forks, N. D.—Granted CP new station 1260 kc 500 w-N 1 kw-D DA-N.

AM—910 kc

WPRP Ponce, P. R.—Granted CP change from 1420 kc to 910 kc, increase 250 w to 5 kw unl., install new trans. and DA-DN and change trans. location.

AM—1420 kc

San Joaquin Bcstg. Co., Stockton, Calif.—Granted CP new station 1420 kc 1 kw (DA-1) unl.

Owensboro on the Air Inc., Owensboro, Ky.—Granted CP new station 1420 kc 1 kw (DA-2) unl.

Forest Capital Bcstg. Co., Lufkin, Tex.—Granted CP new station 1420 kc 1 kw unl. DA-N.

KUJ Walla Walla, Wash.—Granted CP increase 1 kw to 5 kw, install new trans. and DA-N on 1420 kc.

AM—990 kc

WPRA Mayaguez, P. R.—Granted CP increase 1 kw-N 5 kw-LS to 10 kw unl., make changes in trans., install DA-DN, and change trans. location.

AM—1400 kc

KTOK Oklahoma City—Granted CP change from 1400 kc 250 w unl. to 1000 kc 5 kw-D 1 kw-N unl., change trans. site and install new trans. and ant. for N.

AM—1080 kc

KWJJ Portland, Ore.—Granted CP increase power to 10 kw, install new trans. and DA-DN and change trans. location, on 1080 kc.

AM—1250 kc

KGHI Little Rock, Ark.—Granted CP change from 1230 kc to 1250 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and DA-N.

WSKB McComb, Miss.—Granted CP change from 1230 kc to 1250 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and DA-N and change trans. and studio locations; cond.

AM—690 kc

West Texas Bcstg. Co., El Paso, Tex.—Granted CP new station 690 kc 5 kw unl. DA-DN; cond.

AM—1600 kc

Boston Bcstg. Corp., Brookline, Mass.—Granted CP new station 1600 kc 5 kw DA-DN; cond.

AM—1600 kc

Boston Bcstg. Corp., Brookline, Mass.—Granted CP new station 1600 kc 5 kw DA-DN; cond.

Eastland-Ranger-Cisco Bcstg. Co., Eastland, Tex.—Granted CP new station 1600 kc 1 kw DA-N; cond.

Sabine Area Bcstg. Corp., Orange, Tex.—Granted CP new station 1600 kc 1 kw DA-N; cond.

AM—1270 kc

WTAL Tallahassee, Fla.—Granted CP change from 1340 kc to 1270 kc, increase 250 w to 5 kw unl., install new trans. and DA-N, and change trans. location. (Comr. Durr for hearing).

Big Sioux Bcstg. Co., Sioux Falls, S. D.—Granted CP new station 1270 kc 1 kw DA-DN.

AM—1380 kc

KWK St. Louis—Granted CP increase 1 kw-N 5 kw-LS to 5 kw unl. and install DA-N, on 1380 kc.

(Continued on page 78)

WHAM
Rochester, N. Y.
has four like this.

Western Electric
CUSTOM-BUILT CONSOLES

Western Electric specialists will work closely with your station engineers to provide speech input consoles tailored to your *exact* needs. Standard Western Electric components are combined into the circuit arrangements and cabinet designs you want—assuring a new high in utility, versatility, and attractive appearance. For details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

ASK YOUR LOCAL **GraybaR**
BROADCAST REPRESENTATIVE

Jack Brickhouse, famous sports announcer

Use the Collins 12Z *for all your Remote Pickups*

Sports announcers, such as Jack Brickhouse, who are continually originating programs in the field, know the importance of convenience and reliability in their remote amplifier. The Collins 12Z offers these advantages:

1. Complete in one package. Amplifier, mixers, *and self-contained a-c and d-c power supplies.* If the a-c power source should fail, the batteries are connected automatically into the circuit. The weight is only 28 pounds without batteries.

2. Four microphone channels. Four mikes can be used simultaneously, each with its own attenuator. In addition, there is a master gain control. Either 30/50 ohms or 200/250 ohms input impedance is available.

3. Versatile operation. Has a program monitor jack and a line monitor jack. Two line circuits are provided for program and telephone. Should the program line fail, the snap of a switch will reverse the lines. The VU meter is used in connection with a range switch to measure the output in VU, or to measure the operating voltages.

4. Suitable for both FM and AM. The frequency response varies less than ±1.0 db from 30-15,000 cps. Noise level and distortion are very low.

* * *

We can now give you immediate delivery. Order your 12Z today, and eliminate your remote pickup problems.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

How one disc jockey made "Heartaches" a coast-to-coast hit

1. Kurt Webster jockeys discs on WBT's "Midnight Dancing Party." Last September, while making an intensive search through a record collection, Webster heard a 15-year-old platter...immediately decided it would appeal to today's audiences.

4. Carolinians bought 50,000 pressings in one week—broke every sales record ever made in the territory. Seventeen other companies heard about the WBT-created demand, cut other renditions of "Heartaches," did a sell-out business too.

5. By March, "Heartaches" was written up by the New York World Telegram and Time Magazine. Sheet music sales passed the half-million mark! 1,500,000 more were on order—with Kurt Webster's picture on the cover! Record sales topped 3,000,000!

2. That night Webster played Ted Weems' recording of "Heartaches" for his night owl audience—identified by mail from 48 states. Listeners liked "Heartaches" too. Night after night they telephoned and telegraphed requesting the 1931 favorite.

3. Day after day "Midnight Dancing Party" fans trekked into record shops, and asked for "Heartaches." Distributors wrote to the New York office of the recording company—pleaded for and got a re-issue of the Ted Weems' rendition.

6. Seven months after Webster's first plug, "Heartaches" was No. 1 on "Your Hit Parade"! Incredible? Not at all. It's typical of the success WBT has had for more than a quarter-century. When WBT puts its powerful 50,000-watt voice behind a song, a cause, or a product, incredible things happen. Try it.

WBT

The South's Pioneer Station

JEFFERSON STANDARD BROADCASTING CO.

CHARLOTTE, 50,000 WATTS, CBS

Represented by RADIO SALES,

THE SPOT BROADCASTING DIVISION OF CBS

FCC Actions

(*Continued from page 74*)

Decisions Cont.:

AM—1380 kc

KHON Honolulu, Hawaii—Granted CP change from 1400 kc to 1380 kc, increase 250 w to 5 kw unl.

AM—560 kc

Montana Farmer Bcstg. Corp., Great Falls, Mont.—Granted CP new station 560 kc 5 kw DA-N.

AM—950 kc

WARC Inc., Rochester, N. Y.—Granted CP new station 950 kc 1 kw (DA-2) unl.

WIBX Utica, N. Y.—Granted CP change from 1230 kc to 950 kc, increase 250 w to 5 kw unl., install new trans. DA-DN, change trans. location.

KDSH Boise, Ida.—Granted mod. CP increase 1 kw to 5 kw unl., install new trans. and make changes in DA-N; cond.

KFSA Fort Smith, Ark.—Granted mod. CP change hours from D to unl. with 500 w-N 1 kw-D and install DA-N, on 950 kc.

KSEL Lubbock, Tex.—Granted CP change power and hours of operation from 1 kw D to 500 w-N 1 kw-D, install DA-N and mount FM ant. on AM tower; cond.

AM—1230 kc

Wayne M. Nelson Inc., Fayetteville, N. C.—Granted CP new station 1230 kc 250 w unl.; cond.

AM—1400 kc

KAYS Inc., Hays, Kan.—Granted CP new station 1400 kc 250 w unl.; cond.

AM—1450 kc

Bob McRaney Sr., West Point, Miss.—Granted CP new station 1450 kc 250 w unl.; cond.

AM—1400 kc

Runnels County Bcstg. Co., Ballinger, Tex.—Granted CP new station 1400 kc 250 w unl.

AM—1450 kc

Mesilla Valley Bcstg. Co. Inc., Las Cruces, N. M.—Granted CP new station 1450 kc 250 w unl.; cond.

AM—1570 kc

Louisville Bcstg. Corp., Louisville, Ky.—Granted CP new station 1570 kc 1 kw D; cond.

AM—1340 kc

Inland Bcstg. Co., Fremont, Neb.—Granted CP new station 1340 kc 100 w unl. Comr. Durr for hearing.

Receives Grant

JAMES M. TISDALE, Chester, Pa., has been granted CP new station 740 kc 250 w D. He was incorrectly identified in FCC Actions last issue as being denied those facilities.

Petitions Granted

Wichtex Bcstg. Co., Wichita Falls, Tex.; KTOK Oklahoma City, Okla.—Adopted decision and order granting petitions of Wichtex Bcstg. Co. to sever application from consolidated proceeding with KTOK, and granted said application of Wichtex for new station 990 kc 5 kw-D 1 kw-N DA-N; granted petition of KTOK to grant without further hearing its application and removed said application from hearing docket and granted CP change from 1400 kc 250 w unl. to 1000 kc 5 kw-D 1 kw-N, install DA-N, conditions re interference. Denied petition of Eastern Oklahoma Bcstg. Corp. requesting (1) that its application for new station be designated for hearing in above proceeding, or (2) if above applications are granted, then applicants be required to install appropriate DA.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition to reconsider, removed from hearing docket, and granted application for new station 1260 kc 1 kw unl. DA.

Application Denied

Kenneth O. Tinkham, San Fernando, Calif.—Removed from hearing docket and denied application (requesting same facilities as above applicant as in default for want of prosecution.)

Petition Granted

KGCU Mandan, N. D.—Granted, in part, petition to increase power from 250 w unl. to 250w-N 1 kw-LS unl. on 1270 kc.

AM—1260 kc

KGGM Albuquerque, N. M.—Granted mod. CP change from DA-2 to DA-N.

License for CP

KBKI Alice, Tex.—Granted license to cover CP new station 1070 kc 1 kw-D.

Petition Granted

News-Journal Corp., Daytona Beach, Fla.—Granted petition for waiver of rules and accepted for filing application for CP new station 1150 kc 1 kw D, and ordered that motion to amend its previously filed application, and remove same from hearing, filed Oct. 28, 1946, be dismissed.

Ga.-Ala. Bcstg. Co., Columbus, Ga.—Granted petition for waiver of rules and accepted application tendered for filing, for new station 630 kc 1 kw D.

KGGF Coffeyville, Kan.—Denied petition requesting that application for mod. CP increase 1 kw-LS, 500 w-N unl. to 5 kw-N 10 kw-D (DA-2) on 690 kc, be severed from consolidated proceeding and granted without further hearing.

STA Granted

KRLC Lewiston, Ida.—Granted special temporary authority to operate unl. on 1350 kc 250 w non-DA until Aug. 1, 1947.

SSA Denied

WMGY Montgomery, Ala.—Denied application for special service authorization to operate on 800 kc 500 w-N.

Modification of License

KRIG Odessa, Tex.—Granted mod. license to change to DA-N, operating on 1410 kc 1 kw.

AM—1230 kc

Voice of Western Colorado Inc., Grand Junction, Col.—Granted CP new station 1230 kc 250 w unl.; cond.

AM—1580 kc

St. Joseph Valley Bcstg. Corp., South Bend, Ind.—Granted CP new station 1580 kc 250 w D; cond.

AM—960 kc

The Wooster Republican Printing Co., Wooster, Ohio—Granted CP new station 960 kc 500 w D.

AM—1140 kc

KGEM Boise, Ida.—Granted CP change from 1340 to 1140 kc, increase 250 w to 10 kw DA-N, change type trans. and change trans. location; cond.

License Extension

WFNS Burlington, N. C.—Present license extended upon temporary basis to July 1 pending receipt of renewal application.

Hearing Designated

KGDM Stockton, Contra Costa Bcstg. Co., Richmond, and Sacramento Bcstrs. Inc., Chico, Calif.—Designated for hearing in consolidated application of KGDM to increase 5 kw to 10 kw, make changes in DA and install new trans., operating on 1140 kc, with application of Contra Costa Bcstg. Co. 1150 kc 250 w D and application of Sacramento Bcstrs. Inc. 1150 kc 1 kw D.

WKAX Birmingham, Ala.—Designated for hearing CP change from 900 to 1140 kc, hours from D to unl., and install DA-N.

Inter-City Adv. Co., Greensboro, N. C.—Designated for hearing application for new station 1320 kc 1 kw unl. DA-DN.

WKIX Columbia, S. C.—Designated for hearing CP change from 1490 to 1320 kc, increase 250 w to 500 w-N 1 kw-D unl. DA-N and install new trans.

AM—1320 kc

WAGF Dothan, Ala.—Granted CP change from 1400 to 1320 kc, increase 250 w to 1 kw unl. DA-N and install new trans.; cond.

KCRA Sacramento, Calif.—Granted CP change from 1340 to 1320 kc, increase 250 w to 1 kw unl. DA-DN (DA-1), install new trans. and change trans. location; cond.

El Mundo Bcstg. Co., San Juan, P. R.—Granted CP new station 1320 kc 5 kw unl.; cond.

KELO Sioux Falls, S. D.—Granted CP change from 1230 to 1320 kc, increase 250 w to 5 kw unl. DA-N, install new trans. and change trans. location.

AM—590 kc

WDLP Panama City, Fla.—Granted CP change from 1230 to 590 kc, increase 250 w to 1 kw unl., install new trans. DA-DN and change trans. location; cond. (Comr. Durr for hearing).

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—Granted CP new station 590 kc 1 kw-N 5 kw-D DA-DN; cond.

Bluegrass Bcstg. Co. Inc., Versailles, Ky.—Granted CP new station 590 kc 1 kw unl. DA-DN.

AM—1300 kc

Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, Fresno, Calif.—Granted CP new station 1300 kc 1 kw unl. DA-N.

KOME Tulsa, Okla.—Granted CP change from 1340 to 1300 kc, increase 250 w to 1 kw-N 5 kw-D DA-DN, install new trans. and change trans. location.

AM—1360 kc

KFFA Helena, Ark.—Granted CP change from 1490 to 1360 kc, increase 250 w to 1 kw unl., install new trans. and DA-N change trans. location; cond.

Tri-Cities Bcstg. Co., Goose Creek, Tex.—Granted CP new station 1360 kc 1 kw unl. DA-DN.

KVRS Rock Springs, Wyo.—Granted CP change from 1400 to 1360 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and DA-N and change trans. location; cond.

AM—1070 kc

WKVM Arecibo, P. R.—Granted CP change from 1230 to 1070 kc, increase 250 w to 10 kw unl., install new trans. and DA-DN and change trans. location; cond.

Modification of CP

WBBC Flint, Mich.—Granted mod. CP make changes in ant., change trans. location, and extend commencement and completion dates; cond.

WMBR Jacksonville, Fla.—Granted mod. CP make changes in DA and mount FM ant. on AM tower, change trans. site; cond.

AM—790 kc

WTAR Norfolk, Va.—Granted CP make changes in DA and mount FM ant. on top of AM tower.

Modification of CP

KCRG Cedar Rapids, Iowa—Granted mod. CP for approval of DA and trans. location to comply with conditional grant of 10-4-46; cond.

AM—950 kc

WWJ Detroit—Granted CP install new trans. and DA-N, change trans. and studio locations.

AM—970 kc

WCSH Portland, Me.—Granted CP change from DA-DN to D-N only; cond.

AM—1450 kc

WWDC Washington, D. C.—Granted CP make changes in vertical ant., mount FM ant. on top AM tower, and move synch. amp.

Assignment of License

KORN Fremont, Neb.—Granted assignment of license from Nebraska Bcstg. Co. to Inland Bcstg. Co. for $20,000. (Comr. Durr for hearing).

AM—1400 kc

KORN Lincoln, Neb.—Granted CP move trans. and studio location from Fremont to Lincoln and install new trans. (Comr. Durr for hearing).

BY COMMISSIONER HYDE

Felix H. Morales, Houston, Tex.—Granted petition to amend application to specify 1510 kc instead of 860 kc; amendment was accepted and application as amended removed from hearing docket.

Bistone Bcstg. Co., Mexia, Tex.—The Commission on its own motion, removed from hearing docket application.

Don Lee Bcstg. System, San Francisco—Granted petition to amend FM application to supply complete engineering information.

Ponca City Pub. Co., Ponca City, Okla.—Granted petition to amend application to add amended articles of incorporation thereto.

Texas Star Bcstg. Co., San Antonio, Tex.—Granted petition to amend application to show change in ant. current ratio.

Ventura County Bcstg. Co., Oxnard, Calif.—Granted petition to amend its application to change name of applicant to Eva Miller Grimes d/b as Pleasant Valley Bcstg. Co.

Alexandria Bcstg. Corp., Alexandria, Minn.—Granted petition to amend its application to show addition of new stock holder and changes in stock interests.

Pisgah Bcstg. Co. Inc., Brevard, N. C.—Granted petition requesting 10 day extension of time in which to file proposed findings in re consolidated proceedings (Dockets 8136, 8135 and 7988) and time was extended to and including May 8.

Paul B. Lingenfelter, Clinton, Okla.—Granted petition to dismiss without prejudice its application.

Charles V. Balthrope, San Antonio, Tex.—Granted petition to amend application to specify 930 kc with 1 kw D instead of 1450 kc 250 w unl. Amendment was accepted and application as amended, removed from hearing docket.

KGNC Amarillo, Tex.—Granted petition for leave to intervene in hearing on application of WDSM.

Lockport Union-Sun and Journal, Inc., Lockport, N. Y.—Denied petition request-

(*Continued on page 80*)

Shortwave Invite

A DINNER INVITATION that traveled 12,000 miles—Chicago-Iwo Jima-Chicago—was revealed recently by Fred Shidel, engineer of NBC Central Division. Mr. Shidel, a "ham" radio operator, wanted to extend a dinner invitation to his fellow NBC engineer and "ham" operator, Marvin Eichorst, who lives less than 20 miles away. But the telephone strike was on, so he decided to use short wave. An Army "ham" on Iwo Jima—6,000 miles distant — heard the message and relayed it back to Mr. Eichorst.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nighttime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

MBS **Mutual Broadcasting System** BMB

Of course we're PLEASED!

Yes, we're very pleased and proud that Radio World has recognized CFRB'S contribution of "twenty years broadcasting in the public interest."

When CFRB first went on the air, there was no established tradition in these matters. We instinctively did what we could to serve the interests of the community of which we were citizens. Certainly we didn't realize then how this policy of public service would pay off in listener loyalty . . . that it would have a very definite plus value to our advertisers . . . but we adopted it and it has!

CFRB
TORONTO

LOOKING FORWARD TO THE NEXT TWENTY YEARS!

The world's most honored music reaches you on Longines'

spot radio program

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

ASK YOUR JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

WHOLESALE SALES FOR METROPOLITAN RICHMOND TOTALLED $400,000,000 IN 1946 —100% INCREASE OVER YEAR AGO.

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Dinah Shore · Bing Crosby · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

FCC Actions

(*Continued from page 78*)

Decisions Cont.:

ing Commission to set early hearing date in re consolidated proceeding involving its application.

WTAG Worcester, Mass.—Granted petition for leave to intervene in hearing on application of The Patriot Co., Harrisburg, Pa.

Debs Memorial Radio Fund Inc., Metropolitan Bestg. Service, New York and North Jersey Radio Inc., Newark, N. J.—Granted joint petition requesting extension of time to May 20, within which to file exceptions to proposed decision in consolidated proceeding upon applications for FM stations in New York area.

Petaluma Bestrs., Petaluma, Calif.—Granted petition to dismiss without prejudice its application.

Tri-Borough Bestg. Co., Apollo, Pa.—Denied petition requesting that issue 5 in proceeding upon application of Steel City Bestg. Corp. (Docket 8231), be amended to delete all reference to Tri-Borough Bestg. Co.

KROW Oakland, Calif.—Granted in part petition requesting extension of time within which to file exceptions to proposed decision (Docket 6739 and 7101), and the time was extended to and including June 1.

Mid-Carolina Bestg. Co., Salisbury, N. C.—Granted petition for leave to amend its application to specify 1280 kc instead of 940 kc etc. Amendment accepted and application, as amended removed from hearing docket.

WHAS Louisville, Ky.—Granted petition, insofar as it alleges groundwave interference to normally protected contour of petitioner, to intervene in hearing on application of Woodward Bestg. Co.; insofar as petition alleges D skywave interference, it is denied. Exceptions noted by counsel for petitioner.

Woodward Bestg. Co., Detroit, Mich.—Granted request for enlargement of issues in Dockets 7941 and 8167 to include: "To determine the type and character of program service rendered by WHAS to the areas and populations that would be lost if the application of Woodward Bestg. Co. were granted and the character of other broadcast services available to those areas and populations."

Standard Tobacco Co. Inc., Maysville, Ky. Granted petition to amend application to further clarify engineering details re its vertical radiator, and proposed day and night contours indicating areas and populations proposed to be served; accepted said amendment.

Cedar Valley Bestg. Co., Austin, Minn. Granted petition to amend application to show addition of new stockholders, show changes in ant. design; accepted said amendment.

WHAT Philadelphia, WCAM Camden, N. J., and WCAP Asbury Park, N. J.—Granted request for extension of time within which to file proposed findings of fact and conclusions in re Dockets 5893 etc., 7065 etc., 8099 6161 etc.

Commission (by Commissioner Wakefield) on April 29 adopted order granting petition of Huntington Bestg. Co. et al for extension of time to May 12 to file proposed findings of fact and conclusions in re Dockets 7694 etc.

May 2 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WDRC Hartford, Conn.—Voluntary assignment of license to The Connecticut Bestg. Co.

AM—1540 kc

The Littleton Co., West Hartford, Conn.—CP new standard station 1540 kc 250 w D.

Modification of CP

WLOF Orlando, Fla.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA and change trans. location.

AM—1130 kc

Peach State Bestg. Co., Macon, Ga.—CP new standard station 1170 kc 1 kw D. AMENDED to change from 1170 kc to 1130 kc.

KRPI James E. Murray, portable-mobile, area of Hutchinson, Kan.—License to cover CP which authorized new remote pickup station.

Assignment of License

KLIZ Brainerd, Minn.—Voluntary assignment of license to Brainerd Bestg. Co.

AM—1550 kc

The Southwestern Bestg. Co. of Miss., McComb, Miss.—CP new standard station 1550 kc 250 w unl.

Portable—Mobile

WBCZ-WHEB, Inc., portable-mobile, area of Portsmouth, N. H.—CP install new trans.

Modification of License

WINS New York—Mod. license to cover CP in part for 50 kw-D 10 kw-N employing trans. specified in CP.

AM—1230 kc

Utica Observer Dispatch Inc., Utica, N. Y.—CP new standard station 1230 kc 250 w unl. Contingent upon grant of WIBX for change of facilities.

Assignment of CP

WSCP Scranton, Pa.—Voluntary assignment of CP to Lackawanna Valley Bestg. Co.

Modification of License

WFCI Pawtucket, R. I.—Mod. license to change main studio location.

AM—1440 kc

Harold H. Thoms, Spartanburg, S. C.—CP new standard station 1440 kc 1 kw DA unl. AMENDED to change type trans.

AM—1400 kc

Oral J. Wilkinson, Murray, Utah—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1400 kc (Contingent upon grant of KNAK to change frequency to 1280 kc.

Modification of CP

WDEV Waterbury, Vt.—Mod. CP which authorized change hours, install DA-DN and change in name of applicant, for approval of DA.

WFAR-FM Wisconsin Rapids, Wis.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

License Renewal

Gates Radio Service, Quincy, Ill.—License renewal developmental station W9XLZ.

U. of Wisconsin, area of Madison, Wis.—License renewal of relay station WDAC.

License for CP

Pikes Peak Bestg. Co., Portable-Mobile, Area of Colorado Springs, Col.—License to cover CP which authorized new remote pickup station.

Modification of CP

WOL-FM Washington, D. C.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1000 kc

WCFL Chicago—CP install new aux. trans. to be operated on 1000 kc 10 kw DA-DN for aux. purposes only.

Modification of CP

WMIX-FM Mt. Vernon, Ill.—Mod. CP as modified which authorized new FM station, for extension of completion date.

WKRS Waukegan, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

WGL-FM Fort Wayne, Ind.—Mod. CP which authorized new FM station, to change trans. site and height above average terrain to 528 ft.; ERP to 49.2 kw; specify ant. system.

FM—Unassigned

Albert B. Pyatt, Garden City, Kan.—CP new FM station (class A) on frequency to be assigned by FCC, ERP 802 w.

Transfer of Control

WJBO Baton Rouge, La.—Involuntary transfer of control of licensee corporation from Charles P. Manship Sr., deceased, to Leora D. Manship, testamentary executrix of estate of Charles P. Manship Sr. (959 shares of common stock.)

AM—1280 kc

WDSU New Orleans—CP make changes in DA and mount FM ant. on top of AM tower.

Modification of CP

WHRV Ann Arbor, Mich.—Mod. CP as modified which authorized new standard station, to specify studio location.

AM—1520 kc

Monroe Bestg. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w.

License for CP

WMLN Mt. Clemens, Mich.—License to cover CP which authorized new FM station.

AM—1340 kc

The Montana Network, Missoula, Mont.—CP new standard station 1340 kc 250 w unl.

Modification of CP

KOMA-FM Oklahoma City—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WJTN-FM Jamestown, N. Y.—Mod. CP as modified which authorized new FM station, for extension of completion date.

AM—1450 kc

WCVS Springfield, Ill.—License to use old main trans. for auxiliary purposes only on 250 w.

Modification of CP

KXXX Colby, Kan.—Mod. CP which authorized new standard station, for approval of ant., to change type trans., approval of trans. location and to change studio location.

License for CP

WSLA Hammond, La.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WPAG Ann Arbor, Mich.—License to cover CP which authorized installation of FM ant. on top of present AM vertical radiator and authority to determine operating power by direct measurement of ant. power.

SEASON OPENED for the Washington Radio Softball League April 26 as FCC Comr. Ray C. Wakefield (standing, second from right) threw out the first ball. Team captains include (standing, l to r): Johnny Salb, WTOP organist and arranger; John Batchelder, WRC announcer; Commissioner Wakefield and Bob Breslau, of BROADCASTING; Front row: Van Buren De Vries, WMAL producer; Lou Brott, WOL publicity director; Ben Miller, assistant director of information, NAB. FCC and WINX captains were not present.

WMBN Bear Creek Township, Mich.—License to cover CP, as mod., which authorized new standard station, and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHLD-FM Niagara Falls, N. Y.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

WESB Bradford, Pa.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WCVI Connellsville, Pa.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHHM-FM Memphis, Tenn.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion dates.

KERA Dallas, Tex.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License Renewal

Harvey Radio Labs. Inc., Cambridge, Mass.—License renewal developmental station W1XHR.

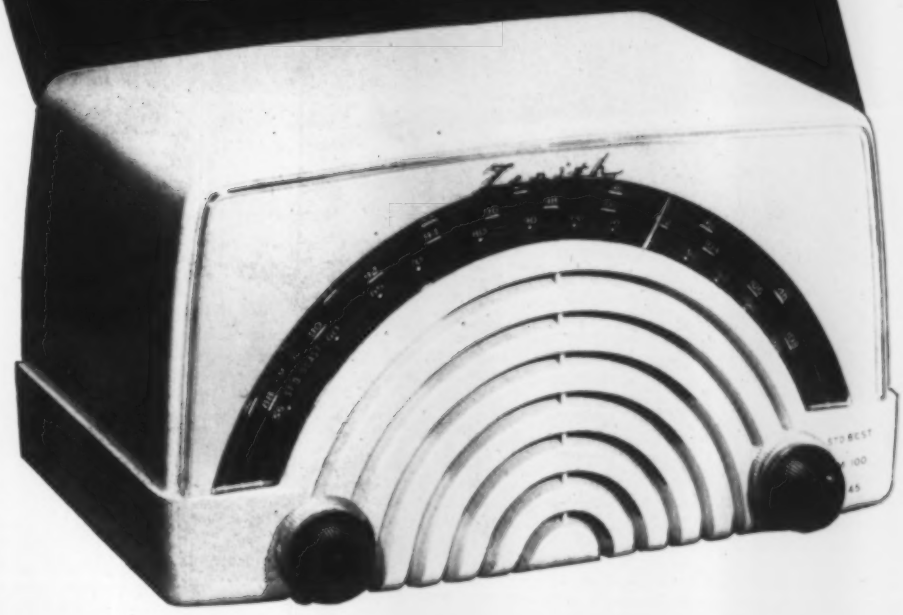
WNBC-FM New York—License renewal.

(*Continued on page 84*)

"No, madame, our WFDF Flint ad didn't include husbands."

ZENITH

FM RADIOS



FM
THE ARMSTRONG SYSTEM
LICENSED UNDER ARMSTRONG PATENTS

...featuring the Genuine Armstrong Circuit in Both the 50 and 100 Megacycle Bands

$59.95

And Up!

The Public Demands FM ...And Zenith Has The Answer

Prospective radio buyers and FM broadcasters are urging the production of more radio receivers which incorporate the new kind of static-free, true fidelity broadcasting as developed by Major E. H. Armstrong. To meet this demand, Zenith's engineers have perfected table model sets with 2-band Armstrong FM, as well as standard broadcast reception. These sets, designed to appeal to the mass volume market, have the same Zenith patented built-in lightline antenna as featured in Zenith's finest console combinations.

ONLY ZENITH HAS THIS!

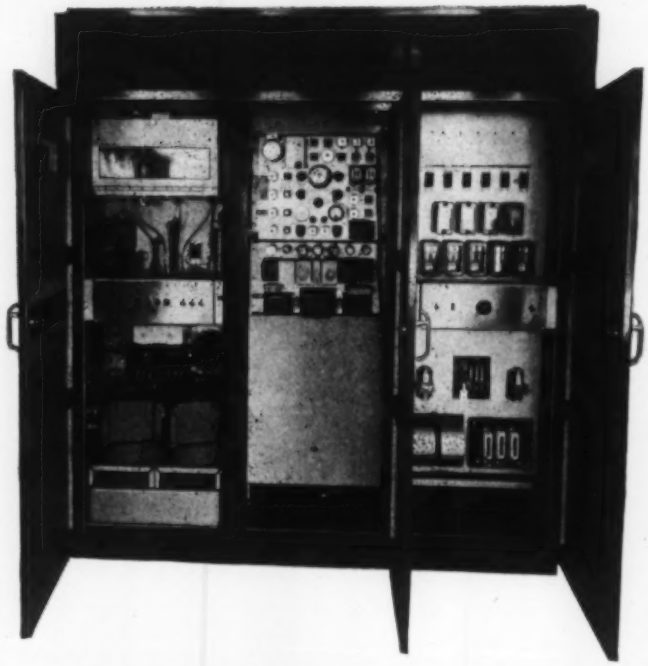
- ★ Genuine Armstrong FM On Both Tuning Bands
- ★ Super 6-Purpose Tube
- ★ Built-in FM Antenna, Even for Table Models
- ★ Big, Easy-Tuning Dial
- ★ Permeability Tuning
- ★ Compact Chassis
- ★ Built-in Wavemagnet
- ★ Sensitive, Selective Circuit

HERE'S PROOF OF ZENITH'S LEADERSHIP:

73.15% of all the FM-equipped table model sets produced during the period from April 5, 1946, to March 28, 1947, were Zeniths. These latest available figures (April 24, 1947) are from Haskins & Sells, the official reporting agency of the Radio Manufacturers Association.

ZENITH
•LONG DISTANCE• RADIO

ZENITH RADIO CORPORATION **CHICAGO 39, ILLINOIS**



Accessibility is the keynote of this mechanical and electrical design. True vertical-chassis construction . . . used by RCA since 1935 . . . provides unimpeded up-draft ventilation, makes every component easy to reach and easy to remove. Unit-type assembly makes for flexibility, easy installation, and simple modification for higher power. Due to small unit sizes, it is particularly adaptable for high-building installations where equipment must be moved in by elevators.

3 dependable kilowatts of FM

. . . with the RCA type BTF-3B

You are looking at a 3-kw FM broadcast transmitter built strictly for professional transmitter engineers who know transmitters—yet is so simple that inexperienced personnel can tune it in minutes. It has every proved feature required for proper operation and it's free from tricks and gadgets.

You'll be interested in these facts

Fact No. 1—This transmitter uses RCA's simple, straightforward, Direct FM-type exciter . . . inherently capable of holding distortion and noise level below that of any other exciter yet developed. Frequency control circuits give stability equal to crystal operation, do not affect modulation, and cannot take your carrier off the air. With only 4 r-f stages . . . 1 oscillator, 2 triplers, 1 buffer . . . it uses fewer tubes and no trick types.

Fact No. 2—The entire transmitter uses only 9 r-f tubes . . . 1 oscillator, 2 triplers, 1 doubler, 5 amplifiers. There are 2 modulator tubes and 10 rectifier tubes . . . excluding voltage regulators. Result: only 21 tubes can seriously affect your carrier. (15 regulators and control tubes do not contribute to transmitter outages.) *This total of 36 tubes is lower, we believe, than any similar transmitter of this power.*

Fact No. 3—The BTF-3B uses the RCA-perfected Grounded-Grid circuit in both the driver and final amplifiers. It's simple to tune. It requires no neutralization. It's more stable than older, more conventional amplifier circuits.

Fact No. 4—The final amplifier uses RCA's vhf Disc-Seal tube, type 7C24 . . . especially designed for grounded-grid operation in our 1-, 3-, 10-, and 50-kw FM transmitters. Quantity-produced, fully field-tested, rugged, and inexpensive, the RCA-7C24 is the best-suited tube yet designed for this service.

Fact No. 5—Shielded tank circuit design of the final amplifier eliminates r-f current flow in transmitter housing. Result: greatly reduced housing radiation compared with conventional tank circuits . . . and greatly reduced r-f pick-up in nearby audio circuits. Reason: outer tubing of concentric tank operates at ground potential . . . provides a near-perfect shielding for its inner conductor.

Fact No. 6—Single-ended output circuits provide greater stability and are easier to adjust (no balancing required) than push-pull circuits—particularly at FM frequencies. Single-ended circuits provide easier matching to the grounded transmission lines universally used in FM service.

Full information is yours for the asking. Write RCA, Dept. 19-E, Broadcast Equipment Section, Camden, N. J.

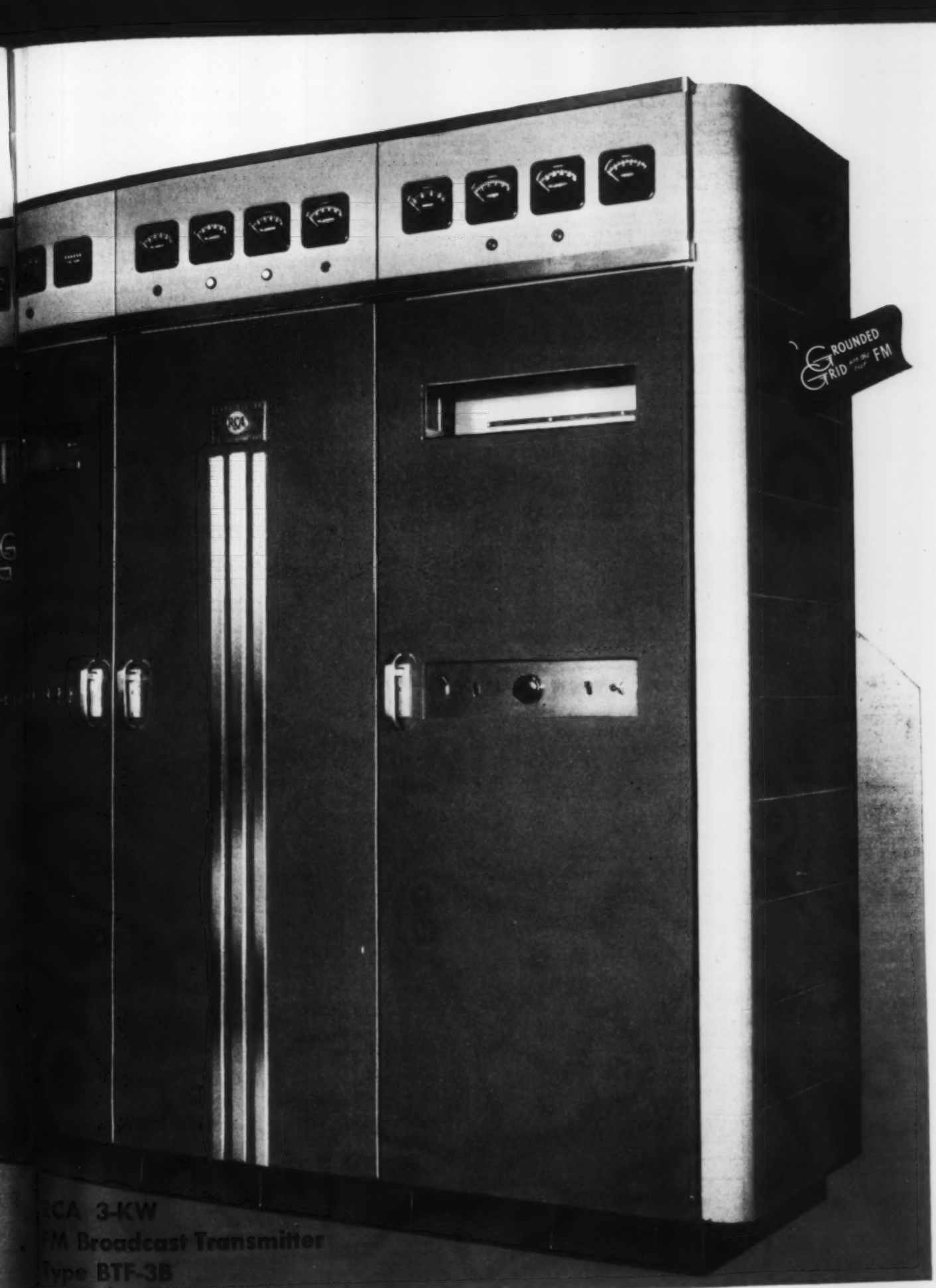
RCA

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



CA 3-KW
M Broadcast Transmitter
Type BTF-3B

FCC Actions

(Continued from page 80)

Applications Cont.:

WOPT Oswego, N. Y.—Mod. CP which authorized new FM station, to change ERP to 3 kw; make changes in ant. and change commencement and completion dates.

WAGE-FM Syracuse, N. Y.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

AM—1330 kc

WERC Erie, Pa.—CP change from 1230 to 1330 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. location.

Modification of CP

WHP-FM Harrisburg, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

WPAM-FM Pottsville, Pa.—Mod. CP as modified which authorized new FM station, for extension of completion date.

WCMN Arecibo, P. R.—Mod. CP as modified which authorized new standard station, to change type trans.

WNEL San Juan, P. R.—Mod. CP as modified which authorized change in frequency and install. DA-DN, for extension of completion date.

AM—840 kc

Haygood S. Bowden, Camden, S. C.—CP new standard station 840 kc 250 w-D.

Modification of CP

WDEF Chattanooga, Tenn.—Mod. CP as modified which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

WMPS Memphis, Tenn.—Mod. CP as modified which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

KGKL San Angelo, Tex.—Mod. CP as modified which authorized increase power, install new trans. and DA-N and change trans. location, for extension of commencement and completion dates.

WWOD-FM Lynchburg, Va.—Mod. CP which authorized new FM station, to change trans. site; ERP to 39.3 kw, ant. height above average terrain to 316 ft.; make changes in ant. and change commencement and completion dates.

KPOW Powell, Wyo.—Mod. CP as modified which authorized change frequency, install new trans. DA-N and change trans. and studio locations, for extension of completion date.

License Renewal

WPEN-FM Philadelphia—License renewal.

TENDERED FOR FILING

Transfer of Control

WHYN Holyoke, Mass.—Consent to transfer of control of 150 shares in licensee corporation from Minnie R. Dwight to William Dwight.

AM—1470 kc

Pauls Valley Bcstg. Co., Pauls Valley, Okla.—CP new standard station 1470 kc 250 w-D.

AM—1400 kc

Electronics Enterprises Inc., San Juan, P. R.—CP new standard station 1400 kc 250 w unl.

AM—900 kc

Hamilton Bcstg. Co., Hamilton, Tex.—CP new standard station 900 kc 250 w-D.

AM—1050 kc

Langlade Bcstg. Co. Inc., Antigo, Wis.—CP new standard station 1050 kc 250 w-D.

Assignment of License

WSAY Rochester, N. Y.—Consent to assignment of license to The Federal Bcstg. System Inc.

KGRI Henderson, Tex.—Consent to assignment of CP to Henderson Bcstg. Corp.

WHBL Sheboygan, Wis.—Consent to assignment of license to WHBL Inc.

Transfer of Control

KSLM Salem, Ore.—Consent to transfer of control of 26 sh. of stock in licensee corporation from Paul V. McElwain to Glenn E. McCormick.

Assignment of License

WPUV Pulaski, Va.—Consent to assignment of license to Southwest Bcstg. Corp.

Modification of CP

WAGE Syracuse, N. Y.—Mod. CP to specify 5 kw DA-N, install new trans., changes in ant. and change trans. location.

AM—880 kc

The Daily News Bcstg. Co., Bowling Green, Ky.—CP new standard station 880 kc 1 kw D.

Assignment of License

WGCM Gulfport, Miss.—Consent to assignment of license to WGCM Bcstg. Co., co-partnership composed of Hugh O. and Wm. E. Jones.

ACCEPTED FOR FILING

TV—Experimental

Philco Television Bcstg. Corp., area of Washington, D. C., Philadelphia and New York—CP change frequencies to 1300-1320 mc and 1380-1400 mc; add special for FM emission; change trans. location and ant. system of W10XPC and W10XPB.

Philco Television Bcstg. Corp., area of Central Maryland, N. E. Maryland, S. E. Pennsylvania and District of Columbia—Same for W3XPF and W3XPL.

AM—680 kc

William and Lee A. Odessky, Los Angeles—CP new standard station 680 kc 100 w D.

Modification of CP

KADP Pueblo, Col.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location. AMENDED to change name of applicant from Alva B. Adams Jr. to Alva B. Adams tr/as Adams Bcstg. Co. and to change studio location.

WAVE-FM Louisville, Ky.—Mod. CP, as mod., for extension of completion and commencement dates.

Transfer of Control

WBRL Baton Rouge, La.—Involuntary transfer of control of licensee corporation from Charles P. Manship Sr., deceased, to Leora D. Manship, testamentary executrix of the estate of Charles P. Manship Sr. (959 sh. common stock).

Modification of CP

WRCM New Orleans—Mod. CP which authorized new FM station, for extension of completion date.

WRTV New Orleans—Mod. CP which authorized new commercial TV station, for extension of commencement and completion dates.

WEIM-FM Fitchburg, Mass.—Mod. CP which authorized new FM station, for extension of completion date.

WKOB North Adams, Mass.—Mod. CP which authorized new standard station, for approval of ant., to make changes in trans. equipment, for approval of trans. location and to specify studio location.

WESX-FM Salem, Mass.—Mod. CP which authorized new FM station, for extension of completion date.

WTCN-TV Minneapolis—Mod. CP which authorized new commercial TV station, for extension of commencement and completion dates.

License for CP

Sherron Metallic Corp., Brooklyn, N. Y.—License to cover CP which authorized new experimental TV station W2XDK.

STL—945-955 mc

Federal Telecommunication Labs. Inc., New York—CP new STL station 945 to 955 mc 3 w emission special-FM and unl.

Modification of CP

WSTV Steubenville, Ohio—Mod. CP which authorized changes in vertical ant. and for erection of FM ant. on top of the AM tower, to make changes in vertical ant. and for extension of completion date.

KUGN Eugene, Ore.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower, to make changes in vertical ant.

AM—1270 kc

WLBR Lebanon, Pa.—CP make changes in vertical ant. and to mount FM ant. on top of AM tower.

Modification of CP

WPEN-TV Philadelphia—Mod. CP which authorized new commercial TV station, for extension of completion date.

TV—Portable

Philco Television Bcstg. Corp., Portable, area of Washington, D. C., Philadelphia and New York—CP change frequencies to 1300-1320 and 1380-1400 mc; add special for FM emission and change trans. location and ant. system of W10XP.

Modification of CP

WMBS-FM Uniontown, Pa.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WTVN Johnson City, Tenn.—Mod. CP as mod., which authorized new standard station, for extension of commencement and completion dates.

FM—94.1 mc

Martinsville Bcstg. Co. Inc., Martinsville, Va.—CP new FM station (class B) on channel 231, 94.1 mc ERP 4.44 kw.

AM—1060 kc

Antigo Bcstg. Co., Antigo, Wis.—CP new standard station 1050 kc 250 w D. AMENDED to change frequency from 1050 to 1060 kc and make changes in vertical ant.

TENDERED FOR FILING

Modification of License

WAIT Chicago—Mod. license, specify hours of limited to sunset at Dallas, Tex., except for hours between 11 a.m. to 1 p.m. and 2 p.m. to 5 p.m. (CST) each Sun., using 5 kw on 820 kc.

AM—820 kc

Michael J. Mintern as General Overseer of the Christian Catholic Church, Zion, Ill.—CP new standard station 820 kc 5 kw, shares time with WAIT. (Request part time facilities of WAIT).

Modification of DA

WCAO Baltimore—Mod. DA to support FM ant. using 5 kw unl. hours and DA-DN.

AM—1190 kc

People's Bcstg. Co., Minneapolis—CP new standard station 1190 kc 1 kw D.

Modification of CP

KHMO Hannibal, Mo.—Mod. CP move originally proposed trans. location operating with 1 kw-N 5 kw-D unl. and DA-DN.

AM—1230 kc

Clarence J. McCredie, Bernice M. McCredie, Wenatchee, Wash.—CP new standard station 1230 kc 250 w unl.

(Continued on page 90)

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WAR REMINDER
CBS to Air Report on People
—Soldiers Met Overseas—

PLANNING TO BRING ex-GI's a personal report on people they met overseas during the war, the CBS Documentary Unit has launched a global project to gather human interest material for a special broadcast the week of Aug. 14, anniversary of V-J Day.

Special Documentary Unit Correspondent James Hurlbut is already in the mid-Pacific on the first leg of his mission and Bill Downs, CBS war correspondent, has set out for Britain. The routes of the two correspondents total more than 50,000 miles. Robert Heller, chief of the CBS Documentary Unit, will prepare the broadcast.

Traveling with the CBS teams will be reporters and photographers for *This Week* magazine, which will create its own published version of this story.

CHURCH GROUP CITES TEN 'FAMILY' PROGRAMS

TEN network programs which "most exemplify best in family living" have been cited in first annual poll by the Intercouncil Committee on Christian Family Life. Formal presentations were made during Family Week, May 4-11.

Group which represents approximately 90% of Protestant churches in this country named: *Adventures of Ozzie & Harriet; Fibber McGee & Molly; One Man's Family; The Aldrich Family; A Date With Judy; Greatest Story Ever Told; Life Can Be Beautiful; Ma Perkins; Mayor of the Town* and *Pepper Young's Family.*

In order to score, any given program had to receive favorable consideration on seven of the following ten points: (1) Is the family true to life? (2) Is the family democratic—recognizing the rights of others? (3) Does the family recognize God in its everyday living? (4) Is there a high moral tone to the program? (5) Is the sponsoring commercial in keeping with the best in family life? (6) Does the program make you want to have a better family life? (7) Is there a high type of humor? (8) Does the family show an interest in the community, the nation and the world? (9) Is the home the center of security and strength? (10) Does the program portray the family as improving?

Fidler Suit Settled

ONE MILLION dollar suit of Walter Wanger, film producer, against Jimmy Fidler, ABC film commentator, has been settled out of court. Mr. Wanger contended Mr. Fidler had made libelous broadcast statements about film, *Scarlet Street* at the time of its release last year [BROADCASTING, March 4, 1946].

PROGRAMS

INFORMATION on existing laws and their applications is presented weekly on "What is the Law?" program on WWDC Washington, Tues. 10 p.m. During the half-hour program the law as it applies to different questions submitted by listeners is discussed and debated by panel composed of four prominent Washington lawyers. Each week, two of the old panel are dropped and two new lawyers added. No personal questions in law are answered; only general ones which can be of value to majority of listeners. Bryce Rea, attorney and director of public information for Junior Bar Conference, is moderator of series, presented in cooperation with Junior Bar Conference of American Bar Assn. and Bar Assn. of District of Columbia.

High School News

HIGH SCHOOL sports news and gossip are presented on student-produced "Memphis Juniors" program heard weekly on WMPS Memphis. Students from Memphis schools do all writing and announcing of show and Jerry Thompson, recent high school graduate who has joined staff of WMPS, produces the series. Added feature of "Memphis Juniors" is quiz session with guest students competing for prizes. Show is sponsored by John Gerber Co., local department store.

Family Problems

DEALING with problems of the modern family, new 15-minute program titled "So You Want to Stay Married" was scheduled to begin May 11 over WAAT Newark, N. J. Presented in cooperation with Essex County (N. J.) Council of Churches, program will be heard for eight successive weeks, Sun. 6:45-7 p.m. Series is written and produced by Carlton E. Morse, writer-producer of "One Man's Family" program on NBC.

V-E Day Broadcasts

THEMED to question "Is This Victory?" in observance of celebration of V-E Day, May 8, a 30-page radio kit containing facts, feature stories and spot announcements was released to broadcasters in New York City area by United Jewish Appeal of Greater New York. New York stations carrying the programs were WINS WEVD WMCA WNYC WQXR.

Homemaking News

NEWS and notes of homemaking interest to housewives are featured on daily 30-minute "Downtown and All Around" on KFI Los Angeles. Harry and Mary Hickox, husband and wife team, conduct program.

Sports Quiz

SPORTS quiz program titled "Baseball Jackpot" is featured on WTMV E. St. Louis, Ill., preceding broadcast of all games of St. Louis Cardinals. Show is conducted by Jack Dodge, who phones listeners during each show and asks some question concerning sports. If listener answers question, prize is awarded. If correct answer is not received, amount is carried over to next call.

Anniversary Series

IN OBSERVANCE of 100th anniversary of Chicago Tribune, WGNB, FM station of WGN Chicago, May 5 began special series of nine programs, titled "Headlines of a Century." Aired Mon. 8:45 a.m. (CDST), program features material taken from old files of Tribune and recreates atmosphere of period depicted, with songs of each decade played in background.

New Star

NEW MEMBER has been added to the cast of "Dixie Jamboree," night hillbilly program on WPDQ Jacksonville, Fla. For weeks, a ragged little boy has appeared with basket of peanuts which he insisted on selling to the studio audience. Bernie Adams, m.c. of show, invited him to the stage, and now he does his "Peanuts, parched or boiled" routine on the air as a regular "Dixie Jamboree" feature.

'Hen Party'

AUDIENCE participation show for women only is Saturday morning feature on WSAV Savannah, Ga. Titled "Hen Party," show is sponsored by Welcome Hostess Service of Savannah, local service organization, and presents serious and comical interviews in addition to musical selections. Household articles are awarded as prizes to participants.

Name-the-Puppy Contest

LISTENERS to early morning show on WGY Schenectady, conducted by Announcer Howard Reig, are invited to submit names for Mr. Reig's cocker spaniel puppy, along with short statement on "Why I feel I would be a good owner of this pup." Contest will run one week starting May 12, and person submitting best name will win the puppy. Show is heard on WGY daily at 7:05, 8:05 and 9:05 a.m.

Expands Coverage

EXPANDING sports coverage, KLAC Hollywood has started twice hourly five-minute sports summaries by Sam Balter during hours 1-5 p.m. Known as "Sam Balter's Sportsdesk", reports contain news of all sports. This is in addition to stations's coverage of on-the-scene sports events.

NBC Sustainer

THE "Author Meets the Critic" program which begins broadcasting on WNBC New York, May 25, Sun. 4:30-5 p.m., under sponsorship of Book of the Month Club, New York, will be carried by NBC beginning June 1, same time, as sustainer.

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Important Radio Discoveries Described By Antarctic Navy Communication Officer

"THE MOST important discovery for radio made by the Byrd expedition to the Antarctic was that we found broadcasting to be possible practically 24 hours a day from that area." That is the assertion of Lieut. Commdr. Joseph Campbell, USN, staff communications officer with the task force, who is now on duty at the Navy Dept. in Washington.

Commander Campbell recalled that the expedition was at first listed as "confidential." No provision had been made for either radio or press correspondents, he said.

However, 18 days before they were to leave, one newspaper broke the story, and at what amounted to the last minute for such a trip, facilities had to be provided for the correspondents and for voice transmission.

A 350-w transmitter was already aboard the *U. S. S. Mt. Olympus*, Commander Campbell said, but the networks requested more power. A 2½-kw transmitter was dispatched to the dock but missed the boat and was flown to Panama. Under great difficulties, the equipment was installed while the *Mt. Olympus* was at sea.

According to Commander Campbell, out of 93 scheduled broadcasts 77 were made successfully. "If we had had a choice of time," he said, "there would have been a higher percentage of successful transmissions and they would have been of better quality." Best signals were sent and received between 11 p. m. and 2 a. m., he said (5 p. m. to 8 a. m. EST).

Radio teletype transmission averaged 13 hours a day uninterrupted communication, he said, with the exception of one and a half day's blanked out by ionospheric disturbances. Close to a half-million words of press copy and about 180 radiophotos were sent. Megacycle bands used were 9, 13, 15, 17, 20. Call letters for voice operation were NAVE.

Commander Campbell said that there were eight or nine circuits in virtually constant—and simultaneous—use. These included press, code, photo, voice, plane, ship and regular Navy communication among others. All communication was sent to the *Mt. Olympus*, which relayed back to the States. RCA and Press Wireless picked up the signals.

Last summer Commander Campbell accompanied the Arctic expedition as communications electronics officer. Assisting him on the Antartic trip were Lt. David Jones, and two Navy radio operators, Stephan R. Sacsek and John A. Van Brackle Jr.

Zenith to Introduce New Models More Frequently

ZENITH RADIO CORP.'s 22,000 franchised dealers have been notified that the firm is launching a policy of introducing new models "as they come from the laboratory and are properly field tested." The announcement, by E. F. McDonald, Jr., Zenith president, said: "Contrary to our past policy, and contrary to what has become an expensive custom in the industry, we will not point to any specific month in the year to announce new models."

By this new system, the announcement further explained, "we will obsolete only one model at a time, not an entire line, and no dealer can get hurt on the obsolescence of one model."

Phone-Radio Device

USE of telephone recording devices for broadcast purposes was foreseen fortnight ago by J. P. Veatch, manager of the RCA Washington Frequency Bureau. Mr. Veatch pointed out to an engineering conference that the device could be useful in recording telephone interviews for later broadcast. He urged, therefore, that the tone warning system, which notifies telephone users when the conversation is being recorded, be designed to keep the sound at a minimum within the recorder. The conference was conducted by FCC.

Praise for WBOS

PRAISE for the wartime and peacetime service of the Westinghouse international shortwave broadcasting station, WBOS Boston, is contained in a letter received by J. B. Conley, general manager at Westinghouse's Philadelphia broadcast headquarters, from A. Petersen of Trondheim, Norway. The 50-kw station has been programmed since late 1942 by the U. S. State Dept. Concerning its peacetime service Mr. Petersen says, "The 'Voice of Information and Education' keeps me listening all hours." In a more somber vein Mr. Petersen tells how, despite severe German wartime penalties for anyone caught listening to a radio, "news from WBOS helped the people of Norway a great deal to keep the spirit up during the dark days of occupation."

Thousands of Jobs Seen As FM Industry Grows

THOUSANDS of jobs for trained university graduates will be provided by FM in the next few years, Bill Bailey, FM Assn. executive director, said at Ohio State Institute May 3. He called on universities and colleges to equip students to enter the FM field.

Complete radio courses teaching salesmanship, promotion and business were advocated by Mr. Bailey, who criticized schools emphasizing dramatics. He predicted 700 FM stations would be on the air by the end of 1947, 1,500 to 2,000 a year later. Average employment of 25 persons was estimated.

Admiral Expansion

APPROXIMATELY 200 employes will be added by Canadian-Admiral Corp. Ltd. when the firm moves into the new plant for which it has leased space at Long Branch, Ont., officials of the corporation have indicated. Plant will manufacture Admiral radios and record changers for the Canadian market. Corporation's first quarter 1947 sales amounted to $425,686, with a profit of $25,795, Seymour Mintz, director of advertising, disclosed.

German Technical List

LIST of technical reports covering some of the electronic developments of Germany has been published by the Office of Technical Services, Dept. of Commerce. The list includes references to the Magnetophon tape recorder and other devices. It may be obtained from the OTS Reference Service at the department.

ABOUT TRANSCRIPTION TURNTABLES—

Demands of new turntables for both AM and FM have been so great that Gates has set up production schedule for 600 complete transcription equipments during the next 150 days. By complete is meant in the many forms that broadcasters want them from chassis only to elaborate cabinet and desk models.

Broadcasters now ordering the popular CB-7 or CB-10 models for lateral, vertical, or universal vertical-lateral operation will be pleasantly surprised at the excellent delivery.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

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A Lee STATION

Promotion

WENDELL A. DAVIS, publicity representative at WBZ Boston and former lieutenant (jg) in USNR, has been ordered to active duty as public information officer coordinating promotional activities in Greater Lynn (Mass.) Area in preparation for May 18-25 Naval Reserve Week recruiting drive.

MARK FINLEY, Don Lee Broadcasting System director of public relations, is the father of a girl.

ANNE ALLEN, formerly of Western Air Lines, San Francisco, has joined ABC Hollywood publicity department.

KRKN Announcement

FORMAL "birth announcements" have been issued by KRKN Fort Smith, Ark., to announce opening of station April 15. Announcement reads in part: "Born to Mr. and Mrs. Fort Smith, Arkansas, in the Professional Building, KRKN. . . People of the Arkansas Valley report its new voice, clear, loud and entertaining." Also mentioned are KRKN's "Uncles" NBC, Standard Transcription, AP and UP, who were "present at the birth." Postscript adds, "No presents, please, but advertising placement welcome."

MBS Press Book

PRESS BOOK including items ranging from stamp-sized stickers to 25-sheet posters, is being prepared by MBS to aid Mutual stations in promoting new "Kate Smith Speaks" program, which begins on network June 23. Many of items offered in book will be supplied complete with imprints, which include name of sponsor, station call letters, frequency and local broadcast time. Book will be ready for distribution within next three weeks.

'Miss Washington'

ANNUAL search for "Miss Washington," who will be official entry in Atlantic City Beauty Contest and possibly "Miss America of 1947," was started May 5 by WWDC, which holds local franchise. Application blanks and full details are being distributed by station to Washington and surrounding areas. Winner this year will be known as "Miss Greater Washington" because girls from areas close to the District of Columbia will be eligible to enter Washington contest.

Calendar-Blotter

CALENDAR-BLOTTER for month of May has been released by WBOW Terre Haute, Ind. Featuring rural theme, blotter is printed on bright yellow background with May calendar in one corner and cartoon drawing of two farmers in opposite corner. Dialogue of farmers reads: "Well, Si, what ya plantin' this spring?"—"Ain't plantin'—I'm listenin' ta WBOW."

Announcing WRRZ

COLORFUL "birth announcements" introducing WRRZ, new 1,000-w, 880 kc station at Clinton, N. C., have been issued by Tar Heel Broadcasting System, station licensee. Two-fold announcements feature drawing of "Speedy," character composed of tobacco leaves, with inscription "Listen to What the Stork Left!" Some 50,000 announcements have been mailed to rural boxholders in station's area.

NBC Annual Review

NBC's Annual Review comprising operating report of the network's activities in 1946 and a current survey of the network's operating status, was issued last week by NBC to all its clients, advertising agencies, stations, employes, etc. Written by Horton Heath, NBC director of information, under the supervision of Frank E. Mullen, NBC executive vice president, the booklet's format was designed by Allen Hurlburt, art director of NBC advertising and promotion department.

'Open Hearing' Booklet

COPIES of a 20-page booklet describing format and history of "Open Hearing," CBS program broadcast Tues., 10:30-11 p.m., have been sent by network's promotion department to all its stations, and to U. S. Senators, Representatives heads of government agencies and Washington correspondents. Series provides federal legislators with opportunity to air their divergent opinions on issues for enlightenment of American public.

Beulah Karney Brochure

BROCHURE promoting "Beulah Karney" program, heard Mon. through Fri. over WENR Chicago, 2:45-3 p.m. (CDST), has been prepared by ABC Central Division. Brochure features caption on front which reads: "Serving Chicagoland, WENR's Beulah Karney" and photograph of the home economist. In columnar form on right are listed 41 suburbs of Chicago with notation: "America's Second Market."

Good Impressions

RUBBER STAMPS bearing advertising message and slogans and calling attention to sponsor's program on WHBC Canton, Ohio, have been prepared by that station. Stamps are used on all outgoing mail, both of station and advertisers. Messages on station mail rotate with advertisers being given one day of week. Advertisers are furnished with duplicate stamps for own office mail.

'Net' Results

REPRODUCTIONS of letters from sponsors of basketball tournament broadcasts over WOWO Fort Wayne, Ind., are presented in folder being distributed to the trade by that station. Titled "Another Satisfied Customer," folder features variety of letters and telegrams from sponsors of series, all praising WOWO for coverage. Back page is headed "It's the Net Results that Count," and presents market figures of added sales resulting from broadcasts.

Morgan Beatty Promotion

TABLE and counter stand-up promotion pieces featuring Morgan Beatty, NBC news commentator heard Mon.-Fri. 7:15 p.m. on KYW Philadelphia, have been issued to druggists in greater Philadelphia area by KYW. Stand-ups are 5½ by 3½ inches on a side with picture of Mr. Beatty and information on his "News of the World" broadcasts. Some 2,000 pieces have been distributed by station.

Wall Map

WALL MAP in 14 colors and titled "The Delighted States of America" has been sent by NBC to advertisers, agencies, educators and public officials. Drawn by Joe Kaufman, whose drawings appear in The New Yorker and other magazines, map contains sketches describing NBC programs.

KDYL SALT LAKE MARKS ITS 25TH ANNIVERSARY

HALF-HOUR NARRATIVE spotlighting five-year periods in its growth was presented by KDYL, Salt Lake City NBC outlet, last Thursday (May 8), the 25th anniversary of the station. Music and dramatic happenings of each period were the program.

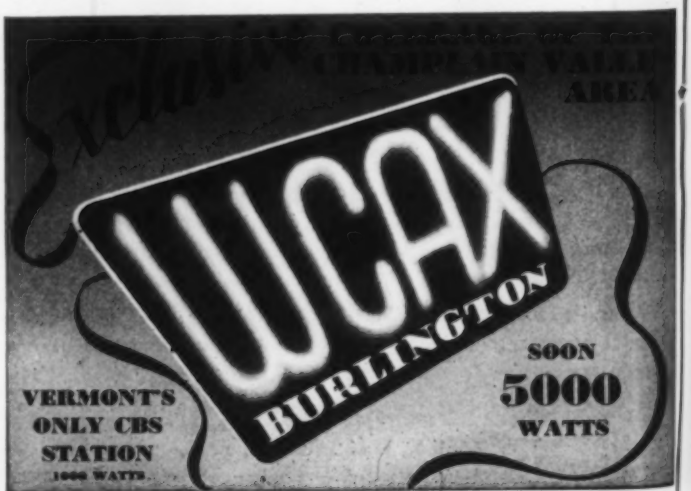
In addition to the anniversary day broadcast, KDYL has arranged other events this month to call attention to its 25th year on the air. On May 1 the station began carrying the identification, "This is KDYL, 25 years of service to the intermountain west," on all station breaks. Transcribed anniversary greetings from NBC stars Jack Benny, Alice Faye, Bob Burns, Frances Langford, Phil Harris, Don Ameche and Dennis Day were used May 4-9.

KDYL was first operated as KDL, the call letters being lengthened upon completion of licensing details. Station was powered at 50 w until 1925, when S. S. Fox acquired it and boosted its power to 100 w. Mr. Fox is president and general manager of the KDYL licensee firm, Intermountain Broadcasting Co. KDYL's power subsequently was increased to 5 kw. Station claims to be the 13th to be licensed in the United States.

'Voice of America' Forum Analyzes American Press

SERIES of four short-wave roundtable discussions on the American press began May 3 on the "Voice of America" through the State Department's international broadcasting facilities.

Describing the operations and problems of the American newspaper industry and its influence on the political, economic and social structures of the U. S., the programs are being broadcast in English to Latin America, Europe and the Far East, and will be translated for rebroadcast in many of the 25 languages transmitted on the program.



Atlantic City

(*Continued from page 18*)

be dealt with during the beginning phases of the conference will be the establishment of a permanent Central Frequency Registration Board to place on sound basis the international registration of frequencies and to prevent harmful interference [BROADCASTING, March 10].

One of the biggest questions for the high frequency meet will be establishment of a permanent International Telecommunications Union and a permanent international high frequency organization to handle the increasingly complex problems attending growing use of shortwave [BROADCASTING, March 10].

The U. S. delegation to the Radio Conference is composed of some 30 Government and about 50 industry representatives. Chair-Charles R. Denny of FCC is chairman of the delegation and Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, is vice chairman. Following custom, Chairman Denny is expected to be named president of the conference. No concern is held for any alteration in position of the standard broadcast band although minor extensions are proposed by the U. S. These are to 1605 kc on the upper end of the band and to 535 kc on the lower end. The European group favors an upper limit of 1560 kc and France and the United Kingdom urge adoption of a lower limit of 515 kc and 525 kc.

Mr. Denny

Mr. deWolf

It is understood that conferees party to NARBA, which last expired March 29, 1946, and now is in preliminary renegotiation stages, will continue informally on the side those talks initiated recently in Havana and Mexico City by FCC Comr. Rosel H. Hyde and K. Neal McNaughten, FCC Standard Allocations Section chief [BROADCASTING, May 5, April 14].

On Thursday the heads of the various delegations are scheduled to meet and outline general plans for the conference. Friday morning the first plenary session is to get underway with election of a permanent chairman and lesser officers, adoption of committee patterns and voting on questions such as inclusion of international organizations and admission of the newer countries like the Philippines. In the latter category a resolution is expected for inclusion of the allied commands in Germany and Japan. Spain has been excluded from the session by the United Nations on a political basis.

Welcome by Norton

The conference welcome will be given by Assistant Secretary of State Garrison Norton. Following adoption of the committee plan preliminary meetings may be held that afternoon. The U. S. tenders its official reception on Friday at 5:45 p. m.

The general committee plan proposed by the U. S. was held last week as in relatively favored position but modifications always are held possible. On all of the several committees the various nations would be represented. Each committee would choose its own chairman.

The U. S. committee proposals and their spokesmen are:

Steering Committee, composed of principal delegation chairmen, possibly all delegation chairmen and vice chairmen (no spokeman); Credentials Committee, Mr. de Wolf; Organization Committee, Harvey B. Otterman, assistant chief, State Dept. Telecommunications Division; Technical Coordinating Committee, FCC Comr. Ewell K. Jett; Allocations Committee, Capt. Paul D. Miles, FCC Frequency Service-Allocation Division; International Frequency List Committee, Capt. Gordon Caswell, Office of the Chief of Naval Operations; Committee on Other Technical Matters, Dr. J. H. Dellinger, chief, Central Radio Propagation Lab., National Bureau of Standards; Operations Committee, FCC Comr. E. M. Webster; Drafting Committee, Arthur Lebel, State Dept. Telecommunications Division.

The Steering Committee will assign the tasks of the respective committees in addition to usual duties. The Credentials Committee besides accrediting would handle voting questions. The Organization Committee would plan such agencies as the central frequency registartion board as well as conference organizational matters. The Technical Coordinating Committee will encompass the activities of the Allocations, International Frequency List and Other Technical Matters Committees.

Heavy Agenda

The Allocations Committee is slated for a heavy agenda, with overall task of allocating frequency bands in the spectrum to various services. The less enviable job of saying who gets what of these facilities depends upon their notification by the respective governments and clearance for international registration by the Central Frequency Registration Board. The International Frequency List group is also expected to have a most busy agenda. This committee would weed out much of the so-called dead wood of present frequency assignments and establish a new and current list. The scope of work for the Committee on Other Technical Matters is as broad as its name implies. The Operations Committee would concern itself with maritime and aeronautical mobile radio. The Drafting Committee's task is to place the documents into final shape for signature.

Plenary sessions are expected to be held at intervals to consider the work of the committees as they proceed and form conclusions on the various phases. Following the expected signing of the final agreements each nation individually must ratify the documents in its respective way.

NEWS TOPS POLL

Religious Music is Second Choice in South Bend

POLL conducted by radio columnist Carroll Reynolds through *The Merchant News*, new South Bend, Ind. weekly, showed the paper's readers preferred news broadcasts over all other types of radio fare.

Religious music programs were voted second most popular type, and others in the top ten followed in this order: popular music, orchestral; semi-classical music; popular music, vocal; general quiz shows; dramatic shows; telephone quiz shows; tie between classical music and local events. Votes for the first three places were graded higher than those in lower classes.

Well down the list in *The Merchant News* poll were comedy dramas, sports, Western music, comedians and daytime serials.

Plans Coverage Study

WILLIAM ODESSKY, Los Angeles engineering consultant, leaves for Germany this week to make a survey of American transmissions to Russia and Poland.

WLAW
New England's BEST Radio Buy!

50,000 WATTS on 680 KILOCYCLES

50,000 watts and the frequency of 680 kilocycles . . . that's why WLAW is New England's most powerful radio station. Its ABC network programs hold listener attention from Maine to Rhode Island. Make reservations NOW while a few choice spots are open.

MAIN STUDIOS: LAWRENCE, MASS.
OTHER STUDIOS IN BOSTON AND LOWELL

National Representatives WEED & CO.

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS

CROSLEY BROADCASTING CORPORATION

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Republic

MY PRETTY GIRL

On Transcriptions: CAPITOL—Jan Garber, Del Porter; STANDARD — Orrin Tucker; MacGREGOR—Barclay Allen.

On Records: Spike Jones—Vic. 20-2023; Cliffie Stone—Cap. 378; Lawrence Welk—Dec. 23878; Ted Straeter—Sonora 2022.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

KFMB sells SAN DIEGO

San Diego is on top! Consistently listed in Sales Management's "High Spot Cities" for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

EXPANDING COVERAGE
for
EXPANDING MID-AMERICA

KCMO

Basic ABC
for Mid-America

KANSAS CITY, MO.

FCC Actions

(Continued from page 84)

Applications Cont.:

AM—1450 kc

Lewis Service Corp., Weston, W. Va.—CP new standard station 1450 kc 250 w unl.

May 6 Decisions . . .

DOCKET CASE ACTIONS

Announced proposed decision looking towards grant of application of Veterans Bcstg. Co. Inc. for new station Rochester, N. Y., 1280 kc with 5 kw unl. DA, cond.; and denial of application of Rochester Bcstg. Corp. for same facilities. (Comr. Durr did not participate in any aspect of this case).

May 6 Applications . . .

ACCEPTED FOR FILING

License for CP

WDIG Dothan, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KENI Anchorage, Alaska—Mod. CP which authorized new standard station, to change trans. location and for extension of commencement and completion dates.

License for CP

KTIM San Rafael, Calif.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WJVB Jacksonville, Fla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WRGA-FM Rome, Ga.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

FM—99.3

Rome Radio Bcstg. Co., Rome, Ga.—CP new (class A) FM station 99.3 mc channel 257 and ERP 720 w.

Modification of CP

WHOW Clinton, Ill.—Mod. CP, as mod., which authorized new standard station, for approval of ant. and trans. location.

License for CP

WEEK Peoria, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

South Central Broadcasting Corp., Evansville, Ind.—CP new (class B) FM station on frequency to be assigned by FCC, ERP 21.5 kw and ant. height above average terrain 449.25 ft.

AM—1340 kc

Wabash Bcstg. Co. Inc., Lafayette, Ind.—CP new standard station 1340 kc 250 w unl.

AM—600 kc

Kentucky Mountain Holiness Assn., Lawson, Ky.—CP new standard station 600 kc 1 kw D.

License for CP

KWCJ Natchitoches, La.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCAO-FM Baltimore—Mod. CP which authorized new FM station, to change frequency to channel 274 102.7 mc, and make changes in ant. system.

AM—1450 kc

The Montana Network, Great Falls, Mont.—CP new standard station 1450 kc 250 w unl.

License for CP

WAGE Inc., area of Syracuse, N. Y.—License to cover CP which authorized new remote pickup station WEWT..

Modification of CP

WEWO Laurinburg, N. C.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. for approval of trans. and studio locations.

AM—1400 kc

Erie Bcstg. Co., Erie, Pa.—CP new standard station on 1400 kc 250 w unl. AMENDED to change name of applicant from Thomas Phillips Jr., Wm. M. Schuster, Conrad Elfenbein, Francis Schuster and Sylvia Galinsky, partnership d/b as Erie Bcstg. Co., to Thomas Phillips Jr., Wm. M. Schuster, Conrad Elfenbein, Cecil D. Elfenbein, Francis Schuster & Sylvia Galinsky, a partnership d/b as Erie Bcstg. Co.

AM—740 kc

WIBS Santurce, P. R.—Mod. CP which authorized new standard station, for approval of DA.

AM—1250 kc

WTMA Charleston, S. C.—CP increase from 5 kw to 1 kw N, 5 kw-D using DA-N and to change type trans. (1250 kc). AMENDED to make changes in DA.

AM—730 kc

WFAK Charleston, S. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

KNET Palestine, Tex.—License to cover CP which authorized increase power and install a new trans.

License Renewal

WMIT Winston-Salem, N. C.—License renewal.

TENDERED FOR FILING

Frank Andrews, Modesto, Calif.—CP new standard station 1490 kc 250 w D. (Contingent on grant 1360 kc to KYOS).

Hawkeye Bcstg., Fort Madison, Iowa—CP new standard station 1360 kc 250 w D.

May 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WAFM Birmingham, Ala.—Mod. CP which authorized new FM station, to change frequency to channel 258, 99.5 mc, ant. height above average terrain to 618 ft.; ERP to 540 kw and to make changes in ant. system and change trans.

AM—1400 kc

Radio Greenville, Greenville, Ala.—CP new standard station 1400 kc 250 w unl.

AM—850 kc

Airtone Co., Santa Ana, Calif.—CP new standard station 850 kc 250 w D.

AM—1540 kc

Dale S. Crowley, Washington, D. C.—CP new standard station 1540 kc 1 kw D. AMENDED to change trans. location.

AM—1400 kc

WSBC Elberton, Ga.—CP install new trans.

AM—790 kc

Ware Bcstg. Co., Waycross, Ga.—CP new standard station 790 kc 1 kw D.

Remote Pickup

Radio Sales Corp., area of Twin Falls, Ida.—CP new remote pickup station on 30.82, 33.74, 35.82 and 37.98 mc 15 w emission A3 and hours of operation in accordance with Sec. 4.403.

FM—98.5 mc

Northwest Bcstg. Co., Fort Dodge, Iowa—CP new (class B) FM station 98.5 mc channel 253 and ERP 7 kw.

Modification of CP

WWPN Middleboro, Ky.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. and for approval of trans. and studio locations.

AM—1550 kc

Pure Bred Bcstg. Co., Richmond, Ky.—CP new standard station 1550 kc 250 w unl.

FM—Unassigned

Western Maryland Bcstg. Corp., Norfolk, Va.—CP new (class B) FM station on frequency to be assigned by FCC, and ERP 44.8 kw.

Modification of CP

WJDA Quincy, Mass.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. and for approval of trans. location.

AM—1090 kc

Rogers City Bcstg. Co., Rogers City, Mich.—CP new standard station 1090 kc 1 kw unl.

AM—1240 kc

Community Bcstg. Co., St. Cloud, Minn.—CP new standard station 1240 kc 250 w unl.

Modification of CP

WFOR Hattiesburg, Miss.—Mod. CP, as mod., which authorized installation of new vertical ant. with FM ant. mounted on top make changes in ground system, and change trans. location, for extension of completion date.

Modification of CP

WWHG Hornell, N. Y.—Mod. CP which authorized new FM station, for extension of completion date.

Assignment of CP

WSAY Rochester, N. Y.—Voluntary assignment of CP and license to The Federal Bcstg. System Inc.

Modification of CP

WBT Charlotte, N. C.—Mod. CP as mod., which authorized installation of booster station to be operated synchronously with WBT, to change type trans. and make changes in vertical ant., for extension of completion date.

AM—980 kc

WGBG Greensboro, N. C.—CP install new vertical ant. and mount FM ant. on AM tower.

Relinquishment of Control

KSLM Salem, Ore.—Voluntary relinquishment of control of licensee corporation from Paul V. McElwain to Glenn E. McCormack. (26 sh. common stock-17.34%).

TV—204-210 mc

Pennsylvania Bcstg. Co., Philadelphia—CP new commercial TV station on 204-210 mc, channel 12, power vis 5 kw (peak) aur 5 kw unl.

FM—Unassigned

Radio Anthracite Inc., Scranton, Pa.—CP new (class B) FM station on frequency to be assigned by FCC ERP 4.3 kw.

Modification of CP

WSPA-FM Spartanburg, S. C.—Mod. CP which authorized new FM station, for extension of completion date.

KOAK Oak Cliff, Tex.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. for approval of trans. location and to specify studio location.

Assignment of License

WPUV Pulaski, Va.—Voluntary assignment of license to Southwest Bcstg. Corp.

Modification of CP

WCOD Richmond, Va.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

Remote Pickup

Miami Bcstg. Co., area of Miami, Fla.—CP new remote pickup station (with WQAM and WQAM-FM) on 31.22, 35.62, 37.02 and 39.26 mc 2 w emission A3 and hours of operation in accordance with Sec. 4.403.

License for CP

KDSH Boise, Ida.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WNBY Chicago—Mod. CP, as mod., which authorized new commercial TV station, for extension of completion date.

Remote Pickup

Mississippi Valley Bcstg. Co., area of

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station
Studios and General Offices
Georgian Terrace Hotel
Mike Benton, Pres. Maurice Coleman, Gen. Mgr.
General Broadcasting Company

East St. Louis, Ill.—CP new remote pickup station on 31.62, 35.26, 37.34 and 39.62 mc 42 w emission A3 and hours of operation in accordance with Sec. 4.403.

Emporia Bcstg. Co. Inc., area of Emporia, Kan.—CP new remote pickup station on 1622, 2058, 2150, 2790 kc 20 w and emission A3 unl., in accordance with Sec. 4.403.

License for CP

WCTT Corbin, Ky.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TV—Relay

NBC area of New York—CP new experimental relay station 6975-7000 mc emission vis A5, power of 0.1 w (vis) (peak). License to operate new experimental TV relay station.

Modification of CP

WBEN-TV Buffalo, N. Y.—Mod. CP, as mod., which authorized new commercial TV station, for changes in ant. system.

AM—1400 kc

News Pub. Co., Charlotte, N. C.—CP new standard station 1240 kc 250 w unl. AMENDED to change from 1240 kc to 1400 kc, to change name of applicant from News Pub. Co. to Charlotte News Pub. Co. and to change corporate structure.

License for CP

WSIC Statesville, N. C.—License to cover CP, as mod., which authorized new standard station, and for change of studio location and authority to determine operating power by direct measurement of ant.

TV—Relay

Scripps-Howard Radio Inc., area of Cleveland—CP new experimental TV relay station 1295 to 1425 mc emission vis A5, power of vis 1 w (peak) and unl.

Modification of CP

KFMJ Tulsa, Okla.—License to cover CP which authorized installation of new trans.

WCRO Johnstown, Pa.—Mod. CP which authorized new standard station, for approval of ant. and for approval of trans. and studio location. AMENDED to change trans. location.

License for CP

WMCK McKeesport, Pa.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant.

WKDK Newberry, S. C.—License to cover CP which authorized installation of new trans.

WKSR Pulaski, Tenn.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

KTRM Beaumont, Tex.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

KBRO Bremerton, Wash.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

Northwest Public Services, Kelso, Wash.—CP new standard station 1240 kc 250 w unl.

960-1600 mc Proposed For Air Navigation Band

REVISION of existing frequency service-allocations to make the entire 960-1600 mc band available for the aeronautical navigational service was proposed by FCC last week, with provision for oral argument May 26. The changes, involving allocations from 960 to 2100 mc, would assign 1750-1880 mc to television pickup.

The proposal was based on a report of the Radio Technical Commission for Aeronautics. FCC said it saw "ample justification" for the changes if attainment of a system of all-weather flying by civil aviation depended upon use of the entire 960-1600 mc band. The hearing is "to determine the relative needs of the amateur, fixed and mobile services" for space between 1215 and 2100 mc.

TENDERED FOR FILING

Assignment of License

KBOL Boulder, Col.—Consent to assignment of license to Boulder Radio KBOL Inc.

AM—1230 kc

James R. Williams, Salina, Kan.—CP new standard station 1230 kc 100 w unl.

AM—1340 kc

Kosciusko Bcstg. Co., Kosciusko, Miss.—CP new standard station 1340 kc 250 w unl.

Transfer of Control

WJLK Asbury Park, N. J.—Consent to transfer of control of CP for FM station WJLK to Mabel Brazer Kinmonth and Asbury Park National Bank and Trust Co., executors and trustees under will of J. Lyle Kinmonth, deceased.

AM—940 kc

William J. Brennan, Winston-Salem, N. C.—CP new standard station 940 kc 5 kw D.

AM—1490 kc

Waynesboro Bcstg. Corp., Waynesboro, Va.—CP new standard station 1490 kc 250 w unl.

AM—750 kc

Montebello Bcstg. Co., Montebello, Calif.—CP new standard station 750 kc 250 w D.

AM—1010 kc

Radio Twins Bcstg. Co., Salinas, Calif.—CP new standard station 1010 kc 250 w D.

AM—1350 kc

Norwalk Bcstg. Co., Norwalk, Conn.—CP new standard station 1350 kc 500 w D.

Modification of CP

WGOV Valdosta, Ga.—Mod. CP to install FM ant. on one of DA towers, using 1 kw-N 5 kw-D unl. DA-DN.

AM—1490 kc

N-K Bcstg. Co., Muskegon, Mich.—CP new standard station 1490 kc 250 w unl. (Request facilities of station WKBZ).

May 8 Decisions . . .

By COMMISSION EN BANC

TV—192-198 mc

Sarkes Tarzian and Mary Tarzian, Bloomington, Ind—Granted CP new commercial TV station Channel 10, 192-198 mc; 1 kw, unl.

FM Conditional Grants

Following were authorized conditional grants for new FM stations, subject to further review and approval of engineering details:

Radio Springfield, Springfield, Ill.—Class B (Comr. Durr for hearing).

Central States Broadcasting Co., Omaha, Neb.—Same.

Rahall Broadcasting Co., Norristown, Pa.—Class A (Comr. Durr for hearing).

A. C. Neff, Savannah, Ga.—Class B.

Illinois-Alton Broadcasting Co., Alton, Ill.—Class B (Comr. Durr for hearing). Channel 223 deleted from Columbia, Mo., and added to Alton, Ill., and Channel 277 added to Columbia.

Harry L. Crisp, Marion, Ill.—Class A.

Commander Industries, Oak Park, Ill.—Same.

The McPherson Broadcasting Co., McPherson, Kan.—Same.

Richard Balch, Utica, N. Y.—Class B

Lubbock Broadcasting Co., Lubbock, Tex.—Same.

Rose Capital Broadcasting Co., Tyler, Tex.—Same

Hinson Memorial Baptist Church, Portland, Ore.—Same

The Journal Co., Green Bay, Wis.—Same. Added Channel 230 to Green Bay.

FM CPs Granted

Construction permits were authorized 9 Class B FM stations; conditions. Five Class B stations were authorized CPs in lieu of previous conditions. See story page 99.

KAGH Pasadena, Calif.—Granted consent to assignment of CP for FM station KAGH from Rose Bowl Bestrs. Ltd., partnership, to Andrew G. Haley, tr/as Rose Bowl Bestrs. Ltd. Three retiring partners propose to sell their 40% interest therein to assignee for consideration equal to their cash contribution ($1501) to partnership.

Non-Commercial FM

The U. of Tulsa, Tulsa, Okla.—Granted CP for new noncommercial educational FM station; Channel 212, 90.3 mc; 1 kw; 350 ft.

Hearings Before FCC . . .

MAY 12

FM—Hearing

WDEL Inc., Wilmington, Del.—For FM facilities.

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Same.

Keystone Bcstg. Corp., Harrisburg, Pa.—Same.

York Bcstg. Co., York, Pa.—Same.

Reading Bcstg. Co., Reading, Pa.—Same.

AM—Hearing

Joe V. Williams Jr., Chattanooga, Tenn.—CP 1490 kc 250 w unl.

Respondent: WRGA Rome, Ga.

Further Hearing

KGKB Tyler, Tex.—CP 690 kc 1 kw-N 5 kw-D unl. DA.

KGGF Coffeyville, Kan.—CP 5 kw-N 10 kw-D unl. DA on 690 kc.

KELD El Dorado, Ark.—CP 690 kc 1 kw unl.

Respondents: KABC San Antonio, Tex.; KFEQ St. Joseph, Mo.

Further Hearing

Crescent Broadcast Corp., Shenandoah, Pa.—CP 580 kc 5 kw.

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

WHP Harrisburg, Pa.—Same.

WARM Scranton, Pa.—590 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—CP 590 kc 1 kw unl. DA-DN.

Intervenor: CBS. Petition to intervene filed by WTAG Worcester, Mass., pending.

AM—Hearing

Wired Music Inc., Rockford, Ill.—CP 1400 kc 250 w unl.

Beloit Bestrs. Inc., Beloit, Wis.—CP 1380 kc 500 w D.

Respondent: WRJN Racine, Wis.

AM—Hearing

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—CP 830 kc 250 w D.

Woodward Bcstg. Co., Detroit, Mich.—CP 840 kc 5 kw DA D.

Intervenor: WHAS Louisville.

Further Hearing

WOWO Fort Wayne, Ind.—CP 1190 kc 50 kw unl. DA-N.

WLIB New York—CP 1190 kc 10 kw-D 5 kw-N unl.

MAY 13

Further Hearing

Southern Bcstg. Co., Charleston, S. C.—CP 1450 kc 250 w unl.

Fort Sumter Bcstg. Co., Charleston, S. C.—CP Same.

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

Best Sales spot on the dial in Buffalo

WGR COLUMBIA 550

WGR Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives, Free & Peters, Inc.

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative: JOHN BLAIR & CO.

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Dear Ed:

Business is booming in West Virginia! Here's what the latest issue of the West Virginia Business Index says: West Virginia's business picture for the first quarter of 1947 is the brightest on record. . . . . Just like I keep tellin' the folks . . . this is one of the top markets in the nation. . . . The Chemical Center of the World!

Yrs.
Algy

WCHS
Charleston, W. Va.

LOW-COST SPOTS

IN THE BIG BEAUMONT, TEXAS MARKET

BEAUMONT TEXAS 250W. 1450 KC.
KRIC
REPRESENTED BY THE BRANHAM COMPANY

Petrillo Case May Revert to La Buy

Union And Government In Supreme Court Last Week

JAMES CAESAR PETRILLO may go back to Chicago District Court, perhaps to be tried on original charges brought under the Lea Act, it was conceded late last week by attorneys for both the AFM and the government.

AFM and the government appeared in the Supreme Court last Monday and Tuesday to present oral argument on the government's appeal from a decision of Judge Walter La Buy of the Chicago District Court who sustained an AFM appeal to dismiss a case charging violation of the Lea Act [BROADCASTING, Dec. 9, 1946].

Robert L. Stern carried the government's argument, asserting that "it was entirely reasonable for Congress" to limit the right of a union to attempt to coerce radio stations by ordering persons not to work for them.

Picketing Question

Associate Justice Felix Frankfurter questioned Mr. Stern closely on the picketing aspects of the Lea Act, asking whether or not peaceful picketing is coercion, and whether it can be constitutionally outlawed.

Mr. Stern replied that in passing the Lea Act Congress was exercising its lawful right to prohibit restraints upon interstate radio broadcasting. He declared that the Court has on other occasions held picketing to be entitled to constitutional protection under the First Amendment. He added, however, that these decisions have not extended protection to picketing for unlawful objectives, "but to the contrary." He asserted that since the National Labor Relations Act recognizes that words, under the freedom of speech Amendment (First) may be coercive, picketing by the same token may be coercive.

He denied, as charged by AFM, that the Act is "indefinite," declaring the law gives "sufficient" warning as to its application. It is at least as definite as the Sherman Act prohibition against restraint of trade, he declared.

AFM contention that "exclusivity" of the Lea Act invalidates it was denied by the government. Mr. Stern declared that "it is clear" that Congress has power to regulate one industry and not others where an evil is shown to exist in that industry and not identically in others.

A novel argument was interjected by AFM attorney Henry Kaiser as the result of Court questioning. He was asked how there might be a constitutional application of the restraints contained in Lea Act.

"I could conceive of a situation," replied Mr. Kaiser, "where Congress could reach such evils through the device of an Act setting up an expert board instead of a criminal statute that operates directly." He added that many "constitutional deficiencies" of Lea Act could be avoided by an expert tribunal which in a particular case with particular facts before it would decide the application of the law. Thus, he continued, if there were an alleged violation of law, it could be enforced after due notice and review by a competent authority.

He "strenuously urged" the High Court to consider only the question of whether or not the Lea Act can be constitutionally applied to the facts charged in the "information." He asserted that there is no issue of deprivation of the constitutional rights "of others in different circumstances." He also denied that there was any issue respecting the power of Congress in regard to labor monopolies in interstate commerce.

AFM enjoys a closed shop, he admitted but denied government contention that the union has the power to summarily dismiss any non-compliant member without a hearing. All members of organizations, he argued, have a constitutional right of appeal to the courts if they feel they have been unfairly treated.

Hits Lea Act

He declared that while the Lea Act legalizes agreements between employer and union for the hiring of excessive workers, it makes it a crime for the union to strike for those same ends.

Court action is expected about the second week in June. History of recent Court decisions shows a general conservatism of the Justices on tests of constitutionality. Thus, the Court may decide to reverse Judge La Buy, and remand the case for trial. In such event, appeal from the result of trial would have to go through the Court of Appeals, and then back to the Supreme Court.

Present in the Court with Mr. Stern was Douglas McGregor, also of the Solicitory General's office, who made the introductory statement. For AFM besides Mr. Kaiser were Rex Ricardi and Clair Needer of the AFM executive staff, and attorneys Joseph Padway, Henry A. Friedman and David Katz.

Union Fund

(Continued from page 17)

ing to take advantage of any weakening of the unions with an ultimate result which would be worse than no legislation at all."

The Senate labor bill, unamended, would provide greatest relief to broadcasters through its definitions of unfair labor practices and amendments to the Wagner Act which would require the National Labor Relations Board to seek immediate injunctions in cases of secondary boycotts and jurisdictional strikes. In other unfair labor practices not involving jurisdictional disputes or secondary boycotts, the Board would be given discretion in obtaining restraining orders pending a determination of specific charges.

Violations of collective-bargaining contracts, whether by unions or employers, are defined as unfair labor practices and suits for breach of contract may be brought in Federal courts.

GOP Pessimistic

There was pessimism on both sides of the GOP bench as to whether there would be a labor law this year. Sen. H. Alexander Smith (R-N. J.), who supported both amendments, has admitted that he prefers the Committee bill in some respects, although he does not think it goes quite far enough. But he told BROADCASTING that he did not see how the President could, in view of his stated position on labor legislation, approve anything stronger than the Committee bill.

He agreed with Senator Ives that the final bill which will be sent to the White House will be even stronger than the eventual Senate bill. The finished bill is anticipated as striking a mean between comparatively moderate Senate legislation, and the so-called "tough" House bill.

Members of both House and Senate Labor committees admitted privately that the House legislation was largely a "strategy" product, even though the lower chamber passed it by an overwhelming majority—308 to 107—a vote that indicated almost certain turndown of the expected veto.

But Senate votes have been so close that there appeared no chance for the two-thirds strength needed to override a veto.

No Stand-in

FILM DOG star, Lassie, has been signed by Henri, Hurst & McDonald, Chicago, to be featured on her own ABC show, Sun. 3-3:15 p. m., starting June 8. Uncertain of her ability to narrate, sponsor John Morrell & Co., Ottumwa, Iowa (Red Heart Dog Food), has signed her trainer, Rudd Weatherwax, to handle narration. Assurance is that Lassie will do her own barking with no help from an AFRA soundman.

Upcoming

May 21-22: NAB Board of Directors, Washington.
May 22: RMA-FMA Liaison Committee, Statler Hotel, Washington.
May 25-28: Advertising Federation of America Annual Convention, Hotel Statler, Boston.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
May 28: FMA Region 2 (Ohio, Ind., Ky., W. Va.), Gibson Hotel, Cincinnati.
June 1-2-3: NAB District 1, Somerset Hotel, Boston.
June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.
June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.
June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

OHIO AND INDIANA FM NETWORK IS PLANNED

PLANS to set up an FM network in Ohio and Indiana, along the lines of the Continental Network in the East, will be considered at the FM Assn. Region 2 meeting to be held May 28 at the Hotel Gibson, Cincinnati [BROADCASTING, May 5]. Everett L. Dillard, FMA vice president, WASH Washington, will describe operation of Continental, which includes Washington, New York, and a number of New York State FM outlets.

Agenda for the one-day session is being arranged by Bill Bailey, FMA executive director. Tentative plans call for a morning panel on FM and AM as advertising media along with a talk by Roy Hofheinz, KOPY Houston, FMA president. Luncheon speaker has not been announced. The receiving set situation will be discussed by a manufacturer. Mr. Bailey will address a business session, with election of regional officers also scheduled. Region 2 comprises Ohio, Indiana, West Virginia and Kentucky.

New KISS-KMAC Bldg.

KISS (FM), and KMAC, 250-w Mutual outlet, soon will occupy new studios and offices on the third floor of their own building at 222 W. Commerce St., San Antonio, Howard W. Davis, owner of both stations, announces.

Facsimile Panel Recommends Standard Commercial at 984 Index Cooperation

TO PROVIDE full intercommunication among all sizes of facsimile scanners and recorders, the facsimile panel of the Radio Technical Planning Board has recommended a standard index of cooperation of 984 for commercial facsimile broadcasting at 88-108 mc.

This provides, the panel's report explained, "for operation corresponding to an available line width of 8.2" at 105 scanning lines per inch, or an available line of 5.74" at 150 lines per inch. An available scanning line of 4.1" at 210 lines per inch also corresponds to an index of 984. It should be noted that a scanner having 8.2" available line at 105 lines per inch may be used to transmit one-half of its subject copy, without distortion, to a recorder operating at 4.1" available line and 105 lines per inch. This would be equivalent to an effective 7/16 line-use ratio at the recorder."

This recommendation is at variance with that of the facsimile committee of the Radio Manufacturers Assn., which recommended two standards in terms of length of available scanning line and number of scanning lines per inch. RMA recommendation provided for two rates of paper consumption at the recorder, by specifying two different lengths of available scanning line, which, the RTPB panel report stated, would "inevitably" cause a loss of the full intercommunication provided by the RTPB panel single standard method.

Otherwise the two sets of standards are the same, providing for rectilinear scanning from left to right, top to bottom of copy; 360 scanning lines a minute; a line-use ration of ⅞ with the remaining ⅛ used for transmission; an interval of not more than 12 seconds between pages of copy for transmitting a page-separation signal; amplitude modulation of the subcarrier, whose frequency shall be between 5 kc and 12 kc per second and vary with the optional density of the subject copy; negative modulation; subcarrier noise level at least 30 db below maximum picture modulation level.

Panel reported its recommendations to the RTPB with a request that they be submitted to the FCC for official adoption as the standards for commercial simplex facsimile broadcasting.

U. S. RUBBER CO. TAKING LOUIS VIDEO ON KTLA

U. S. RUBBER Co., New York, avid sponsor of television special events programs, has arranged to sponsor a video series on KTLA Los Angeles featuring Joe Louis, world's heavyweight boxing champion, in eight exhibition bouts. Matches will be held on Thursday evenings, starting May 22 in Los Angeles, where Louis is making a movie for M-G-M.

Details of the telecasts had not been completely worked out last week, but it was understood that the arrangements made by Klaus Landsberg, general manager of KTLA, provided for similar video coverage of Louis exhibition bouts in Chicago and New York which may be staged later this year.

Campbell-Ewald Co., of New York is the U. S. Rubber agency.

KVNI Joins Don Lee

KVNI, 1,000 w. Coeur d'Alene, Ida., station on 1430 kc., joins Don Lee Broadcasting System, Hollywood, as affiliate May 15. Licensed to Coeur d'Alene Broadcasting Co., KVNI is 43rd station in the regional network. Burl C. Hagadone is president of the station, and C. E. Rodell manager.

FCC Budget

(*Continued from page 15*)

priation of about $2,000,000, enlivened some discussion. The FCC pointed to the welter of new work thrust upon it by development of FM and television, and the deluge of applications for new standard facilities.

Cut Still Undecided

Whether the cut will be the generally anticipated 2% horizontal reduction, which would bring the Commission down to a round $5,000,000 figure, or whether it will approach the Interior Dept. cut of nearly half, must remain conjectural until the subcommittee completes its hearings. Several additional independent agencies remain to be heard, after which the subcommittee will determine the extent of the recommended reductions. A Committee spokesman said the hearings will run at least two weeks more. That there will be an overall cut is a foregone conclusion.

After full committee consideration, the Independent Offices Bill goes to the Floor. Rep. Wigglesworth, as subcommittee chairman, will marshall it through the House. Then it goes to the Senate, where subcommittee hearings will be held. It looks like a race against time to get the appropriation through prior to the June 30 expiration.

Present at the hearings were five members of the FCC: Chairman Denny, Commissioner Wakefield and Commissioners Jett, Hyde and Durr. Commissioner Walker is still recuperating from an embolism (leg clot) and Commissioner Webster was out of town on an official mission. They were flanked by department heads.

SAYS MID-WESTERNERS ACCEPT RECORDINGS

MIDDLE WESTERN radio listeners are unconcerned about whether their favorite programs are transcribed or live, Dr. F. L. Whan, researcher at the U. of Wichita, told a panel session of the Ohio State U. Institute for Education by Radio last week. (See story on page 18)

Dr. Whan, reporting conclusions reached during 10 years of radio audience studies, said that listeners did not object to transcriptions as such and were interested only in the content of the program.

The Wichita researcher appeared on a radio research panel which also featured John Gray Peatman, associate dean and associate professor of psychology, CCNY, Sherman P. Lawton, coordinator of radio, U. of Oklahoma, and William Reynolds, research associate, NBC.

New WKMO Manager

JOSEPH W. (TINY) JORDAN, former sports director of WKMO (250 w, 1400 kc, CBS) Kokomo, Ind., has been named general manager of that station. He succeeds John Jefferey, who has resigned to enter private business. William Knapp has been named commercial manager. Both Mr. Jordan and Mr. Knapp were formerly associated with WIBC Indianapolis.

WHO

is

"Listened-to-Most"

in **74** *of*

Iowa's 99 Counties

(during daytime)

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Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

DOING A
PEACH OF A JOB!
KFXJ
Serving Western Colorado's
Multi-million Dollar Fruit Belt
at
GRAND JUNCTION
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COMPLETE PRODUCTION FACILITIES FOR:
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Everything you need for your radio work.
Chicago's Largest Independent Studio
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AND SOON—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
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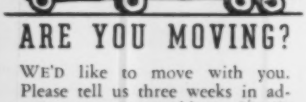
HALIFAX NOVA SCOTIA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WE'D like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . . .
BROADCASTING
TELECASTING

IER

(*Continued from page 18*)

broadcasting policy of equal opportunity to the air.

Morris Novik, New York public service radio consultant and chairman of the radio and labor panel, said that in his opinion the networks were providing reasonably well balanced programs but that affiliated stations were not necessarily carrying them. He said that sustaining programs offered by the networks were frequently not taken by affiliates.

At the opening general session May 2, Comr. Durr; Edward R. Murrow, CBS vice president and director of public affairs; NAB's Mr. Richards, and Charles Siverson, program director, WHAM Rochester, spoke on "What Should Be the Criteria for Broadcasting in the Public Interest, Convenience and Necessity?"

Mr. Durr said that public interest lies in programming. "But what kinds of programs are in the public interest?" he asked. "The answer is obviously in all of them, if honesty and a reasonable amount of skill and intelligence go into their preparation and presentation."

He said he could not "accept the theory that the test of radio lies in the listener ratings regardless of the nature of the programs, nor can I agree that the test of a 'democratic' radio lies solely in the size of its audience."

Serving Democracy

"I think the test, rather, is in how well radio plays the part it is capable of playing in serving the ends of a democratic society."

Mr. Richards said that in his opinion public interest was a phrase difficult of explanation. "It seems to me," he said, "that the public interest, whatever it may be, is of private conception. How you may view it as against how I might view it, assuming us both to be citizens of reasonable integrity, may differ in minor particulars, but not in great generalities. . . .

"It would seem unassailable," he said, "that it is in the public interest to make the public laugh, and in its interest to broadcast information and fine music and drama."

Mr. Siverson, in his talk at the session, concluded with: "Radio has the obligation to view requests for time from community groups with mature statesmanship rather than on the basis of yielding to expediency and surrendering to pressure. This obligation calls for a no less mature approach on the part of the organizations which seek time on the air."

In discussion following the prepared talks, Mr. Richards referred to Mr. Durr, with whom he has heatedly debated before, as being "sly." Mr. Murrow interceded with an objection to the remark which Mr. Richards then withdrew.

Later Mr. Richards wondered how Mr. Durr could spend time to visit Columbus when the FCC docket was filled with unattended business, and again he withdrew the remark after Mr. Durr had replied that it was the obligation of public servants to get away from Washington occasionally and talk with the people.

MR. AND MRS. L. A. Pixley and Mr. and Mrs. M. A. Pixley, co-owners of WCOL Columbus, O., hold open house in their newly-constructed studio building in honor of guests at 17th Annual Institute for Education by Radio. In audition room watching broadcast by the Columbus Boychoir are seated (l to r): Robert Kintner, executive vice president. ABC; Robert White, ABC Chicago farm director; Robert Saudek, ABC director of public affairs; L. A. Pixley, WCOL partner. Standing (l to r): Charles Donegan, ABC; Robert K. Richards, NAB; M. A. Pixley, WCOL partner; Edgar Kobak, MBS president; Mrs. M. A. Pixley; Peter Pixley; James Quello, WXYZ Detroit; Jay Wagner, WCOL sports director.

A controversial discussion on the subject of radio's treatment of controversial issues occurred during a general session Monday afternoon on "Should Radio Have an Editorial Policy?"

In a speech prepared by James Lawrence Fly, former FCC chairman and now a member of the board of directors of the American Civil Liberties Union, Mr. Fly insisted that broadcasters ought to stay within the general meaning of the Mayflower decision.

"Radio should not have an editorial policy," said Mr. Fly in his speech which was read by Prof. Alan Griffin, of Ohio State U. "What is to be avoided is the broadcaster using his facilities to take one-sided attitudes toward controversial issues, without giving comparable time to other points of view."

Should Editorialize

Rex Howell, program director of KFXJ Grand Junction, Colo., said that radio ought to take positions on controversial matters and that the right to editorialize was "unequivocally in the affirmative."

"Radio is qualified to assume the responsibilities inherent in editorial use," said Mr. Howell. "Broadcasters should fashion a code of ethics covering the use of their facilities for editorials that will assure high standards of service . . . and the FCC should rescind its statement that radio must not be an advocate."

Robert Leigh, director, Commission on Freedom of the Press, said that Llewellyn White, author of a report to the Commission on Radio, suggested that the FCC amend the Mayflower Decision "to permit broadcasters to air their partisan views on condition that they provide equal time for an answer." Mr. Leigh thought that was "a proper deduction from the Commission's general framework of analysis."

But Mr. Leigh felt that "for most stations . . . the function of common carrier is best performed by developing the greatest skill, courage and wisdom possible in exercising the difficult and important function of umpire and interpreter of controversy."

Allen Sayler, radio representative of the United Auto Workers (CIO), spoke against editorializing by broadcasters. He thought there would be a danger of one-sided presentations of views and opinions.

"In a truly free radio," said Mr. Sayler, "the owner of a broadcast station will have rights of expression that are neither greater nor lesser than the rights of other responsible persons or organizations in the community the station serves."

Paul D. P. Spearman, Washington, D. C., attorney, said radio ought to transmit intelligence without attempting to interpret it. Ediorials should not be broadcast "with reference to controversial issues which admit of local argument, both pro and con, supported by facts," he said.

"I take the position that although neither the Congress nor the Federal Communications Commission has the right to restrict the right of free speech and the Commission does not have the right to censor programs . . . broadcasting should continue to grow and fill its great destiny as a transmitter of intelligence rather than to be an interpreter of that intelligence or a proselyter of the public."

CBS TO BUILD SHOWS FOR LIMITED AUDIENCE

FLYING in the face of beliefs widely held in U. S. radio that programs must primarily be designed to attract mass audiences, CBS is willing to sacrifice audience size for higher standards in its documentary programs.

This was reported last week to the Ohio State U. Institute for Education by Radio by Edward R. Murrow, CBS vice president and director of public affairs, during a panel discussion on radio production.

Responding to a question concerning the extent of appeal of documentary shows, Mr. Murrow said that a decision always confronts any broadcaster intending to produce that kind of program. Like a newspaperman, he said, "You have to decide what kind of paper you will publish—whether you will depend on sensationalism and hot copy to build a circulation of three or four million or determine to present sober information at the price of smaller circulation."

CBS, he implied, had decided on the latter course, and as an example of its policy, Mr. Murrow pointed out that it was undertaking a production in the fall to appeal mostly to former soldiers who served overseas, a pocket-sized audience by comparison with usual network appeal.

Receiver Prices Lowered By U. S. Television Corp.

U. S. TELEVISION Manufacturing Corp. took the lead among manufacturers last week and cut its prices. Careful designing and planning, plus a greater volume of output enabled the company to make the reductions, according to an announcement by Hamilton Hoge, firm's president.

Largest cut was in the deluxe model, which went from $2,495 to $1,995 including tax, the only difference being that the new model will not have a record changer. The former $2,400 deluxe home model went to $2,275. Both the bar and home models have a 16¼ x 21¼-inch projection screen. The one raise was for installation, which the company upped from $85 to $100.

UST will soon preview the world's largest commercial television screen at the Turf Bar in New York, it was learned by BROADCASTING. In addition, delivery is expected to begin this week on 10-inch direct-view home set to sell for $895. The cabinet, which is less than half the size of the high priced set, includes AM, FM, and a record changer.

BERNARD MULLINS, manager of special programs at WTIC Hartford, has been promoted to director of public relations and special programs. He now takes over the duties of James F. Clancy, recently retired, including chairmanship of the WTIC-Hartford Courant Mile-O'-Dimes to which he had already been appointed.

RADIO'S LIBERATING ROLE

British Girl Tells Annual IER Gathering How Democracy Relies on Broadcasting

A WISP of a British girl with an Aristotelian appreciation of the fruits of education—and of the perils in the lack of it—last week told the thousand broadcasters and educators assembled at the Columbus IER meeting, that radio in the U. S. and Britain was a "liberating factor" that could, if properly employed, be largely responsible for the success of the democratic experiment.

The broadcasters and educators had been tip-toeing around the fringes of the subject for three previous days. But it took Barbara Ward, youthful assistant editor of the authoritative *London Economist* and member of the board of governors of the British Broadcasting Corp. to explain succinctly, and with a meaning no one could deny, the nature of radio's obligations in the democratic world.

Alternative Is Failure

To guests at the Institute dinner May 4 in Columbus' Deshler-Wallick Hotel, Miss Ward made one fact desperately clear: The possible alternative to the proper use of radio was the failure of democracy, a failure which mankind in the Atomic Age could ill afford.

"The challenge of these times," said Miss Ward, "when Britain and the United States are engaged in an experiment in mass democracy, is whether education can catch up in time to make all people capable of carrying the enormous burdens of government."

Civilization, she said, was always precarious since each generation begins uneducated and must be carefully prepared to assume the duties of the democratic citizen.

"The utterly illogical and barbaric propaganda" of the Nazi government, she said, was education in reverse, and with it Hitler's ace propagandist, Goebbels, was able to turn an entire nation's mind to equally illogical and barbaric thinking.

Primary Tool of Hitler

Radio, she pointed out, was a primary tool of the Hitlerian "educational" system.

For American and British radio, Miss Ward said, the example of the Nazis' use of broadcasting implied a warning of radio's potential evils and a promise of its greater potentiality for good.

"If there is criticism of the American or British systems of broadcasting," she said, "it is done not out of spitefulness but out of the background of what these mass media could do to assist the democratic experiment."

Radio, she said, must set itself about the job of "sugaring the pill." Information calculated to elevate the intellectual levels of Americans and Britains must be entertaining.

American radio, which is bright and brassy with some of the best entertainment in the world, may have emphasized the sugaring and neglected the pill, Miss Ward thought.

British radio, whose critics think it dry as dust, may be over-burdened with message. "Perhaps our sugar is not sweet enough," she said.

"But the challenge facing us," said Miss Ward "is to get the sugar on the pill, and the challenge facing you is to get the pill inside the sugar."

Since we have observed the degradation of one nation's mind by Nazi radio, "there is nothing we do not know about the perversion of radio," she said. "But something which we democracies do not yet realize is radio's capacity for good."

Miss Ward was soberly critical of present British and American practices in international broadcasting, which was now being directed abroad as "a part of diplomatic action."

"We have no right," she said, "to invade other countries with hostile propaganda."

News broadcasts, she thought, were legitimate fare for overseas distribution, "but those fancy little talks about the British way of life in Finnish—I'm not happy about them."

Program Exchange

"We ought to develop not broadcasts of the British or American point of view in a semi-hostile way but the exchange of programs among nations," she said.

The development of "general international ideas," perhaps eventually through the United Nations Economic, Social and Cultural Qrganization, ought to be undertaken, she said, in order to show how common are the destinies of all peoples.

Miss Ward urged participation by U. S. and British practical broadcasters in UNESCO affairs so that this important UN agency would no longer be "the haunt of the long-hair boys, but a reservoir of technical resources."

RDG Reassures SDG

DENYING reports to the contrary, the Radio Directors' Guild last week parried a protest by the Screen Directors' Guild about the RDG's plan to change its name with a statement that no "encroachment" is intended. Thomas Freebairn-Smith, president of Hollywood RDG local, admitted that a name change was being considered but said that any such change will come up before the International Board of the AFL.

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

BROADCASTING IS BASIC WITH BUYERS

The best Buy (far) in the trade paper field

OIC

(*Continued from page 18*)

programs beamed abroad. Referring to the "Wallace incident" [BROADCASTING, May 5] he agreed with Assistant Secretary of State for Public Affairs William Benton that it was "conceivable" that with seven or eight licensees on the air independently there might be seven or eight "Wallace incidents" a day.

The U. S. ambassador to Moscow, Lt. Gen. W. Bedell Smith told the meeting that private sponsorship would be ineffective in reaching most foreign listeners. He asserted that the Soviet radio had conditioned the overseas radio audience to accept only government voices as authoritative.

Philip Reed, General Electric, said the nation was under obligation to maintain the most powerful military organization in the world, but that this expenditure represented an alarming percentage of our total budget. One of the things which must be done, he said, to reduce the risk against which an army is kept, is expand our overseas broadcasting. If the "Voice of America" were broadcast privately, he concluded, it would be "reduced to a mere whisper." He conceded the dangers inherent in government dissemination of the news, but added that in contrast the dangers from a failure to broadcast are "enormous."

NAB president Justin Miller declared that America has definite responsibilities and that what we accomplish in our dealings with the rest of the world depends to an important degree on what other people think of us. The only "practical thing" he concluded, is to continue the present operation until the long term approach can be worked out in detail.

Mr. Lemmon admitted that the OIC radio operation should be continued but on a basis which would leave the door open to private industry. Walter Evans, Westinghouse, declared "there is no chance for private enterprise to do the job. This would revert 'Voice of America' to a mere whisper."

Denny Support

FCC Chairman Charles Denny warned that in his opinion dismantling of the State Dept.'s broadcasting structure would jeopardize our claims to international frequencies now being used. He said he doubted whether foreign broadcasting could be adequately rehabilitated, once abandoned, even in time of war. Russia, England, and France, he added, would move into the frequencies we give up.

He expressed FCC's primary concern with frequencies and their administration. If the government withdraws from the picture, he asked, what would the Commission's position be with regard to foreign broadcasting standards? He expressed doubt whether it is possible to insure coverage of vital areas when broadcasters tend to concentrate on areas of profit which might not be identical with areas which needed to be reached by the "Voice of America."

CLIMAXING promotional campaign for its FM station, WBTM-FM Danville, Va., Piedmont Bcstg. Corp., gave dinner last month for Danville radio dealers and repairmen, the press and Piedmont's board of directors. Principal speaker was Charles Sanborn (standing) eastern sales representative of Federal Telephone and Radio Corp. L to r are three WBTM and WBTM-FM executives: Landon Wyatt, vice president; Hamilton Vass, secretary-treasurer, and R. Sanford Guyer, vice president and general manager.

Leading Congressmen and Senators from key committees were interested and active participants in the conference. Chairman John Taber (R-N. Y.) of the House Appropriations Committee which on Monday released its report showing complete elimination of the OIC budget, voiced continued hostility to the program.

He pointed to the lack of authority for the OIC and registered "disturbance" at the way the "outfit is conducted." He charged the OIC had upgraded employees unnecessarily, was inefficient and unbusinesslike. He also characterized the broadcasting as "being slightly out of tune with American precedents and American principles," and questioned whether the government should be in the news business. At the close of his sharply critical remarks, however, he conceded, "of course, I may be wrong."

Sen. Joseph C. O'Mahoney (D-Wyo.) asked whether there was any hope of private financing for international broadcasting in the future. Assistant Secretary of State Benton replied that he thought 70 or 80 private exporting firms might eventually be able to contribute to such an operation.

Senate Minority Leader Alben Barkley (D-Ky.) commented that from his own experiences in Cairo and the Near East he felt that State Dept. broadcasting was helping to "offset Communist propaganda."

In response to Representative Taber's charges that OIC is out of tune with American precedents, Mr. Benton replied that by these standards "so is the atomic bomb out of tune, and the $11,000,000,000 military budget, and the United States foreign policy."

In reply to questions on the Russian listening audience, Ambassador Smith estimated that there will be 7,500,000 radios in Russia by 1950. He added that many if not most of these sets are equipped to receive the "Voice of America" since much domestic Russian broadcasting is by shortwave. Mr. Benton reported that a listener survey in Budapest, Hungary, had disclosed that out of a total of 100,000 sets 73% were capable of tuning in New York. Of the 73%, he said, 32% are regular listeners.

Door Left Open

Meanwhile, Congress took the first step toward meeting at least a part of the State Dept.'s demands and left the door open for a reversal of the Appropriation subcommittee action which earlier had thrown OIC entirely out of the budget.

Rep. Karl E. Mundt (R-S. D.) on Tuesday introduced a bill (H. R. 3342) specifically bestowing Congressional authorization on the OIC information and cultural program.

Mr. Mundt said that Chairman Charles A. Eaton (R-N. J.) of the House Foreign Affairs Committee had assured him the cultural affairs bill would receive a hearing [BROADCASTING, May 5] as soon as the International Refugee Organi-

1000 NIGHT
5000 DAY

Jackson

The value of all manufactured products in Mississippi increased 110.4% from 1940 to 1945—as compared to a national increase of 96.8%.

WJDX NBC

in JACKSON, MISSISSIPPI

"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

SELLS MORE From

KFRE

FRESNO

ask Avery-Knodle

ROOMAN RADIO STATIONS: KFRE·KRFM·FRESNO – KERO·BAKERSFIELD

zation bill is dispensed with sometime this week.

At the same time, Mr. Taber, who only a week ago was violently opposed to the OIC, said he would be willing to see a partial restoration of the program if it can be put on an efficient and "business-like basis." He also stipulated that the State Dept. guarantee a "loyal" program, consistent with total American policy, and that the Department "pull in one direction."

The cultural affairs bill, in addition to authorizing the broadcasting, provides for interchange of students, scholars, scientists, cultural leaders, books and other educational and commercial data with foreign countries. It also calls for a screening of all personnel by the FBI and specifies that all information sent abroad by the State Dept. be labeled as having come from the government.

A similar bill was passed by the House last year but reached the Senate too late to be voted on.

SCIENTISTS SAY STATIC ONLY 'COSMIC NOISE'

IF MAN'S hearing were as sensitive as a radio receiver, his ear drums would be shattered by the "screams" of dying meteorites and other celestial bodies.

This theory was advanced in a paper by four scientists from Stanford U. at a meeting of the International Scientific Radio Union in Washington last week. Phonograph records of "meteor cries" were played as proof of the theory on the nature of static and other radio disturbances. Stanford's demonstrators were O. G. Villard Jr., L. A. Manning, W. E. Evans and R. A. Helliwell.

Kay Sues CBS

CHARGING his original program idea, *Intrigue*, was appropriated by and used on network without payment to him, Roger Kay, writer, has filed $50,000 damage suit against CBS in Los Angeles Superior Court. Named in suit with CBS are Ernest Martin, Hollywood director of network programs, and Charles Vanda, former executive producer.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY
National Representative

WORLD'S BIGGEST TEXTILE MILLS

TELEVISION IS CALLED AID TO HIGHWAY SAFETY

TELEVISION opens new avenues for transmitting safety information to the public which radio lacked, J. R. Poppelle, vice president of WOR New York and president of Television Broadcasters Assn., said Thursday at the governors' highway safety conference, held in Trenton at the suggestion of Gov. Alfred Driscoll of New Jersey.

Mr. Poppele

Citing the cooperation given the New Jersey and New York state police by WOR in broadcasting reports on highway conditions during holidays, stormy weather or other times of traffic emergency, Mr. Poppelle pointed out that television can do the job more effectively. "As a result of wartime developments," he said, "it is possible to provide airplanes with television camera equipment and make actual pickups of traffic conditions. These pictures can be relayed to television stations for immediate telecasting to the public. Thus, people in their homes who may be planning holiday trips can see for themselves the traffic conditions on various highways and choose the routes they want before making the trip."

General Foods Changing Experimental TV Plans

GENERAL FOODS, New York, is changing its experimental video schedule on WNBT New York after this week's telecast, the final one in a seven-week series for Birdseye Frozen Foods featuring James Beard, gentleman chef, and Harriett Van Horne, radio editor of the *New York World-Telegram*.

New series, advertising La France Blueing and Satina Starch, will probably be a video version of Allen Prescott's radio program, *The Wifesaver*, although arrangements had not been concluded last week. New program, placed by Young & Rubicam, New York, will be telecast for six weeks at the same time as the previous series, Thursday, 8:30-9 p. m., immediately following the same sponsor's *Juvenile Jury* video series for Gaines Dog Food, which continues on WNBT, Thursday, 8-8:30 p. m., placed by Benton & Bowles, New York.

Joins Surveys Firm

JAMES SONDHEIM, former analyst on the Nielsen radio index at CBS, has joined Audience Surveys, New York, in an executive capacity. Prior to his association with CBS, Mr. Sondheim served with the U. S. Army.

Legislative Mill

S. 265—To prohibit radio and other advertising of "alcoholic beverages." Hearing before Senate Interstate & Foreign Commerce Committee scheduled today (May 12). Introduced by Sen. Arthur Capper (R-Kans.), Jan. 17.

H.R. 3342 — To authorize State Dept. to carry on international broadcasting, cultural exchanges of scholars, students, technicians, etc. Introduced by Rep. Karl E. Mundt (R-S. D.), May 6 and referred to Foreign Affairs Committee.

H.R. 3311—Appropriation bill for State, Justice, Commerce and Judiciary for fiscal year ending June 30, 1948. Bill reported to the House May 5, by Rep. Karl Stefan (R-Neb.). It eliminated State Dept. $31,000,000 budget for the Office of International Information and Cultural Affairs.

H.R. 1269 and 1270—Two bills to amend the copyright laws with respect to coin operated record players, and rights regarding other recordings. Set for hearing before House Judiciary Committee May 23. Bills introduced by Rep. Hugh D. Scott Jr. (R-Pa.), Jan. 23 [BROADCASTING, Feb. 17].

Reorganize KSAN Staff; Lee Mikesell Is Manager

S. H. PATTERSON, owner of KSAN San Francisco, on May 6 announced a staff reorganization.

Lee Mikesell, 20-year veteran in radio, formerly with KWK St. Louis, WSMK Dayton, KLX Oakland, KQW San Francisco and other stations, has been named general manager. He succeeds Gerald E. (Jerry) Akers, who died suddenly on April 3.

New program director is Clint Sherwood, formerly program director of KLX Oakland, farm editor at KGDM Stockton and freelancer in Hollywood radio.

New salesmen are: Gene Geodjen, formerly with Wisconsin stations; Clarence Orowitz, formerly of Indianapolis stations; Bill Nichols, formerly with KROY Sacramento, and Hal Bowers, former newspaperman.

Joins K & E

GEORGE I. CHATFIELD, former assistant advertising manager of Lever Bros. Co., Cambridge, Mass., effective May 15 joins executive staff of Kenyon & Eckhardt, New York. For the past 18 years, Mr. Chatfield has worked on all phases of the advertising of such brands as Spry, Gold Dust, Silver Dust, Lifebuoy and Rinso. Recently, he had full charge of all advertising for both Lifebuoy and Rinso.

FCC Cracks Whip Over FM Stations

Report Several Told to Supply Live Programming Plans

THE DEVICE of the temporary license extension is being used by FCC with FM stations whose local live programming it considers insufficient.

Several FM outlets, it was reported last week, have been continued on temporary license for 60 days and told to submit more details on program plans in general and plans for local live programming in particular.

The Commission has pointedly declined station requests for enlightenment on how much local live broadcasting it considers desirable. FCC authorities said such a yardstick would be neither in line with the principles of the Blue Book nor within FCC's conception of its own jurisdiction.

Each case, it was pointed out, is to be decided on its merits. The official feeling is that each station ordinarily should carry local live programs, with various circumstances determining the quantity in each case.

Commission authorities said they probably would be "more lenient" with FM than with AM, at least for the present, in view of such FM problems as small audiences, low income, and the Petrillo ban on AM-FM duplication of music.

WDUZ

GREEN BAY, WIS.

BEN LAIRD PRES.

THE QUALITY STATION

COMPLETE METROPOLITAN COVERAGE DAY and NIGHT

WRITE TO
National Representatives
HOWARD WILSON CO.

PHILADELPHIA IS SHOWN FACSIMILE BY 'INQUIRER'

PHILADELPHIA INQUIRER last week staged a series of facsimile demonstrations utilizing Prototype scanning and recording equipment obtained from Radio Inventions Inc. This equipment produces copy of the same standards of detail and speed as the General Electric scanners and recorders due for delivery in the fall when regular home facsimile service through the *Inquirer's* WFIL-FM will be inaugurated.

Home recorders were installed in various department stores, including Wanamaker's, Gimbels, Strawbridge & Clothier, Frank & Seder, and special demonstrations staged for such organizations as the Union League of Philadelphia and the Poor Richard Club. Facsimile proved a drawing card. In fact, one of the department stores moved the facsimile exhibit from the main floor to one of the upper stories because of the disruption to business caused by crowds which blocked access to some of the departments during the first demonstrations.

Interesting feature of the *Inquirer's* editorial policy in preparing its facsimile copy was its strict adherence to maintaining a complete home news and feature service. *Inquirer* copy not only covered top news as it occurred, distributed as "Fax-Flash" bulletins, but included comprehensive news, sports and feature roundups, well balanced as to context, to cover the whole range of family interest.

Win CP for TV

SARKES TARZIAN, consulting radio engineer, and his wife, Mary Tarzian, last week were granted a construction permit by FCC for a new commercial television station at Bloomington, Ind. Facilities authorized are Channel 10, 192-198 mc, 1 kw, unlimited. Mr. Tarzian is licensee of W9XHZ, high frequency developmental AM station at Bloomington.

OMAR Inc., Omaha (bakery products), has named Hill Blackett & Co. as its agency.

Ten Stations Asking Changes And Transference of Ownership

APPLICATIONS involving changes and transfers of ownership of 10 stations have been filed with FCC within the past fortnight. Of these only four have monetary considerations, ranging from $100 to $25,000 and totaling $38,060.

Assignment of license of WPUV Pulaski, Va., is requested from Howard R. Imboden, trading as Southwest Broadcasting Co., to Southwest Broadcasting Corp. Mr. Imboden is 49% owner and president of the new corporation and receives $25,000 for his relinquished share of WPUV. Reason for the switch was given as Mr. Imboden's incapability to continue devoting full time to the station. He acquires fulltime services of Allan S. Aden, vice president and 49% owner of assignee. Other officers are Eleanor T. Imboden, secretary and 1%, and W. F. White, treasurer and 1%. Mr. White is in lumber business. WPUV is assigned 250 w on 1230 kc.

To equalize ownership in KSLM Salem, Ore., transfer of control of 26 shares is requested from Paul McElwain, secretary-treasurer and majority stockholder, to Glenn E. McCormick, president, minority owner and KSLM general manager. With transfer each would own 50%. Sale price is $11,960. KSLM is assigned 1 kw on 1390 kc.

Goggan & Dennis

Incorporation of KGRI Henderson, Tex., involving enlargement of ownership interests, has been referred to FCC for approval. Present co-partners, Benjamin F. Goggan Jr. and Howard E. Dennis, doing business as Goggan Radio Sales, a radio sales and service firm, sell to Henderson Broadcasting Corp., a new firm of 16 local business people including themselves. Consideration is $1,000, money invested in proposed operation to date. Mr. Goggan is vice president and 4% owner of the assignee. Mr. Dennis has like interest. Other officers are Roy B. Cancon, employe of Beacon Oil and Refining Co., president and 16%; Boyd Harris, owner Harris Cleaners, secretary-treasurer and 4%; Lynn Roy, radio engineer for assignee, director and 4%; Henry Dailey, operator Grapeland Motor Agency, Chevrolet dealer, director and 12%, and T. P. Lott, 12%. KGRI holds permit for 250 w daytime operation on 1000 kc.

Because of the death of James O. Jones, third-owner and partner of WGCM Gulfport, Miss., application has been filed for absorption of that interest by the remaining two partners, Hugh O. and William E. Jones. Estate of James O. Jones receives consideration of $100. WGCM operates on 1240 kc with 250 w.

Approval also is sought to transfer of control of WJLK Asbury Park, N. J., FM station, from J. Lyle Kinmonth, deceased, to his widow, Mabel Brazer Kinmonth, and Asbury Park National Bank, executors and trustees. 900 of total 910 shares are involved. There is no monetary consideration. WJLK holds permit for 1 kw on 104.7 mc.

WJBO, WBRL Transfer

Similarly WJBO and WBRL (FM) Baton Rouge, La., has filed for transfer of control from estate of Charles P. Manship Sr. to the testamentary executrix, the deceased's widow, Leora D. Manship. Switch involves 959 of total 1000 shares. There is no monetary consideration. WJBO is assigned 5 kw on 1150 kc; WBRL 96.1 mc, 51 kw effective radiated power.

Application has been filed seeking approval to relinquishment of control of WHYN Holyoke, Mass., by Minnie R. Dwight, 66% owner, through gift of 150 shares (25%) to her son, William Dwight, president and 0.3% owner. Other interests continue the same. WHYN operates on 1400 kc with 250 w.

To separate newspaper and station operations, application has been tendered FCC for assignment of license of WHBL Sheboygan, Wis., from Press Pub. Co., publisher of the daily *Sheboygan Press*, to a new firm, WHBL Inc. Officers and ownership remain proportionately the same. WHBL assignment is 1 kw to local sunset, 250 w night on 1330 kc.

Gordon P. Brown, owner of Brown Radio Service and Lab., licensee of WSAY Rochester, N. Y., desiring to separate his business and station interests, has asked for assignment of license to the Federal Broadcasting Service Inc., a new corporation of which he is sole owner and president. WSAY facilities are 1 kw on 1370 kc.

Likewise, J. Herbert Hollister, licensee of KBOL Boulder, Col., in application to FCC seeks approval for assignment to Boulder Radio KBOL Inc., new firm of which he is president and 98% owner. KBOL operates on 1490 kc with 250 w.

NAEB Plea to FCC

A RESOLUTION to petition the FCC to admit "new and significant" testimony from the National Assn. of Educational Broadcasters in its clear channel hearings was passed last week by the NAEB at a meeting held coincidentally with the Institute for Education by Radio, at Ohio State U. The nature of the evidence which the NAEB hoped to present to the FCC was not disclosed.

WELDON & CARR OPENS DALLAS BRANCH OFFICE

OPENING of a southwestern branch office in Dallas was announced last week by Weldon & Carr, Washington radio consulting engineers.

At the same time it was disclosed that the firm had installed radiotelephones in its field cars to speed operations. FCC authorities said it was the first such grant in the consulting field.

James O. Weldon is in charge of the Dallas office and will divide his time between Dallas and Washington. Lester H. Carr, his partner, is in charge of the Washington office. The Dallas branch is at 1728 Wood Street.

James Fenner and Robert Jasman have been transferred from Washington to the Dallas office, and two new senior engineers have been added there. They are John F. Scales, former chief engineer of the Manila operation of International Broadcast Division, State Dept., and previously a broadcast field engineer for OWI, and B. W. Griffith Jr., former member of the research staff of Massachusetts Institute of Technology and more recently engineer in charge of broadcast equipment design for E. F. Johnson Co., Waseca, Minn.

The Washington office has added a pilot-engineer, James E. Hardwick, wartime flight instructor and bomber pilot in the European theatre, who is doing aerial measurements in addition to engineering work.

The high-frequency radiotelephone grant was for six units, portable and mobile, to operate anywhere within continental U. S. Mr. Carr said they already had proven "big time savers" in field work. They operate on 153.59 and 153.65 mc and are assigned the call letters W10XXL. As in all radiotelephone grants, the authorization is experimental. Three units are being used by the Washington office and three by the Dallas branch.

WILLIAM R. GERLER, formerly with Young & Rubicam Inc., Chicago, and former director of public relations for the Investors Syndicate, Minneapolis, has joined S. C. Johnson & Son Inc., Racine, Wis., (Johnson's Wax) as publicity manager.

Wall Leaving NBC For Post With BMI

Network Position to Be Assumed By Thomas C. McCray

CHARLES A. WALL, former administrative assistant to the NBC vice president in charge of finance, has joined BMI as vice president in charge of finance, and will be succeeded at NBC by Thomas C. McCray, former program manager of the network.

Mr. Wall

Mr. Wall joined NBC's treasurer's department in 1929 and before joining the Federal Service in May 1941 was business manager of the network's program department. During the war he served successively with the War Department General Staff, the Amphibious Force of the Atlantic Fleet, the Provisional Engineer Special Brigade Group in the Normandy invasion, and Headquarters, 12th Army Group, during the European campaign.

He returned to NBC from the Army as administrative assistant to John H. MacDonald, NBC vice president in charge of finance.

Mr. McCray, who will serve with NBC as chairman of the staff operations group, entered radio in 1925 singing on WTIC Hartford, Conn., NBC affiliate. He became assistant general manager in charge of WTIC programs in 1931. During the War Mr. McCray served with the Office of Censorship, Foreign Language Division and joined NBC in May 1944, as eastern program manager. He was named program manager last year which gave him supervision of all NBC sustaining programs.

Mr. McCray

Video Training

TELEVISION section of the American Theatre Wing training program for veterans of the entertainment world, headed by Byron McKinney, begins a new training program for 10 weeks on May 26. Seminar on methods and laboratory developments will include tour of studios and laboratories in Schenectady and Philadelphia. Term will conclude with a course in practical producing in which students write, produce and design and handle cameras and sound equipment in regular productions of television on W2XJT Jamaica, L. I., N. Y.

HERBERT HOOVER will take part in an informal discussion on CBS' "Invitation to Learning" program on May 18, Sunday, 12 noon-12:30 p.m.

FCC Grants 13 Conditional, Nine More Final CPs for FM

CONDITIONAL FM grants were given by FCC last week for nine Class B and four Class A outlets. Nine of the grantees presently have standard station affiliations. The Commission also granted construction permits for nine outlets and issued five CPs to FM stations in lieu of present conditions.

A CP for a noncommercial educational FM station was issued by the Commission to U. of Tulsa, Tulsa, Okla. Facilities are 90.3 mc, 1 kw, with antenna height above average terrain of 350 ft.

All of the conditional grants are subject to further review and approval of engineering details.

Class A Grants

The Class A conditional grants:

Norristown, Pa.—Rahall Broadcasting Co., licensee WNAR. Comr. Clifford J. Durr for hearing.

Marion, Ill.—Harry L. Crisp, publisher and owner Marion Evening Post and Mayor of Marion since May 1935.

Oak Park, Ill.—Commander Industries engaged in manufacture of phonographs and contract assembler. Firm is copartnership composed of Virgil Edward Otto and Robert Charles Meissner, both mechanical and industrial engineers and Navy radio veterans.

McPherson, Kan.—The McPherson Broadcasting Co., Principals: John R. Griffith, drug store owner and Navy radio veteran, president and 21% owner; K. R. Krehbiel, editor-publisher The McPherson Daily Republican, vice president and 39.4%; Evart Mills, attorney, secretary-treasurer, 39.6%. Firm is AM applicant there.

Class B Grants

The Class B conditional grants:

Springfield, Ill.—Radio Springfield, licensee WSOY Decatur, Ill. Comr. Clif-Durr for hearing.

Omaha, Neb.—Central States Bcstg. Co., licensee KOIL. Comr. Clifford J. Durr for hearing.

Savannah, Ga.—A. C. Neff, 90% owner WDAR.

Alton, Ill.—Illinois-Alton Broadcasting Co. permittee WOKZ. Channel 223 was deleted from Columbia, Mo., and added to Alton and Channel 277 was added to Columbia. Comr. Clifford J. Durr for hearing.

Utica, N. Y.—Richard Balch, permittee WFRB.

Lubbock, Tex.—Lubbock Broadcasting Co., licensee KSEL.

Tyler, Tex.—Rose Capitol Broadcasting Co., permittee new AM station.

Portland, Ore.—Hinson Memorial Baptist Church.

Green Bay, Wis.—The Journal Co., licensee WTMJ Milwaukee and WSAU Wausau, Wis. Also WTMJ-FM and WSAU-FM. Channel 230 added to Green Bay.

The following were authorized construction permits; conditions; power given is effective radiated power, antenna height is height above average terrain (AM affiliation in parentheses):

Gadsden Bcstg. Co. Inc. (WJBY), Gadsden, Ala.—Class B; 1.5 kw; 500 ft.

Baltimore Bcstg. Corp. (WCBM), Baltimore—Class B; 15 kw; 555 ft.

KOZY Kansas City—Class B; 9.7 kw; 270 ft.

Capital Bcstg. Co. (KWDS), Jefferson City, Mo.—Class B; 9.7 kw; 310 ft.

Medford Printing Co. (KYJC) Medford, Ore.—Class B; 4.3 kw; 1880 ft.

Richard Austin Dunlea (WMFD), Wilmington, N. C.—Class B; 13 kw; 345 ft.

WKY-FM (WKY) Oklahoma City, Okla.—Class B; 190 kw; 940 ft.

Oklahoma Press Pub. Co. (KBIX), Muskogee, Okla.—Class B; 9.7 kw; 325 ft.

Carter Publications Inc. (WBAP), Fort Worth, Tex.—Class B; 44 kw; 435 ft.

The following were authorized CPs in lieu of previous conditions:

WBRC-FM Birmingham, Ala.—Class B; 560 kw; 625 ft.

WMIX-FM Mt. Vernon, Ill.—Class B; 13.7 kw; 550 ft., subject to granting AM application which makes provision to mount FM antenna on top of AM radiator of WMIX.

KIMV Hutchinson, Kan.—Class B; 40 kw; 530 ft.

KTSJ Topeka, Kan.—Class B; 33 kw; 285 ft.

WLSC Lancaster, S. C.—Class B; 9.4 kw; 440 ft.

New $150,000 Building Planned for KOIL Omaha

PLANS for a $150,000 building for KOIL Omaha were announced last week by KOIL's manager, William J. Newens. Structure will be erected on a newly-bought 132-foot tract facing Turner Park.

Construction will begin as soon as all specifications are completed, Mr. Newens said. The building will house KOIL's studios, administrative and departmental offices.

Station is owned by the Central States Broadcasting Co., whose president is Charles T. Stuart, Lincoln, Neb. Central also controls KFOR Lincoln and WDGY Minneapolis.

Given New Post

WALTER CARRUTHERS, director of development and research, has been made chief engineer in charge of Don Lee Broadcasting System, Hollywood, studio operations, according to Willet H. Brown, vice president and assistant general manager. Frank Kennedy continues as chief engineer in charge of network AM-FM transmitters as well as shortwave. He is also in charge of applications for new stations and sites as well a power increases.

'MR. AND MRS.' ACT

WMUR Husband and Wife Team Tour Nation By Air

FAST-MOVING husband and wife team are John and Julie Williams, of WMUR Manchester, N. H.

Both licensed pilots, the Williamses are touring all 48 states in their own Piper Cruiser making tape recordings as they travel. Material they record is air-mailed back to Manchester and broadcast over WMUR, of which Mr. Williams is production manager.

Their swing around the country, they estimate, will take six months.

In scene above they interview J. Donald Wilson, ABC Western Division program director.

Waring for Fibber

FRED WARING Show will again replace *Fibber McGee & Molly* for Johnson Wax Co. on NBC for 15 weeks starting June 24, and originating from Shawnee-on-the-Delaware. Johnson's will continue their morning shows. Agency is Needham, Louis & Brorby, Chicago.

RCA EXHIBITION HALL opening ceremonies will be televised by WNBT New York, NBC video station, on May 13, 3 p.m. The Exhibition Hall will be a permanent showcase for all RCA products, facilities and services, and is located on 49th Street between Fifth Ave. and The Avenue of the Americas, New York. It will be open to the public daily, beginning May 14.

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President

KSFO 560 SAN FRANCISCO

Represented by Universal Radio Sales

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Experienced announcer and newsman for 250 watt western Pennsylvania NBC affiliate. Splendid opportunity for the right man. Permanent position in a progressive community. Write Box 279, BROADCASTING.

Have good paying job for topflight all-round announcer. Salary plus talent. 5 kw, showmanship-minded station in large Florida city. State complete background and references in first letter. Will then ask for audition—ET or live. Box 306, BROADCASTING.

More than just voices! Successful 250 watt basic network outlet in New England has immediate openings for several experienced announcers with personalities—with ability to create and write own programs. Applicants will be auditioned in Boston. Give full details in letter. Box 308, BROADCASTING.

Florida 250 watter needs thoroughly experienced copywriter (preferably girl) to head department. Will have assistant. Attractions include ocean, beach, eligible males, climate, fishing and so forth. Include background and recent photo. Box 338, BROADCASTING.

New England network station in beautiful small city has opening for an enthusiastic, hard-working announcer. Man need not be experienced if he has other qualifications. Send details. Box 345, BROADCASTING.

New England network affiliate needs first class engineer to complete staff. Opportunity grow with progressive station in beautiful and prosperous community. Send qualifications, salary requirement. Box 346, BROADCASTING.

Station Manager

No Salary

I know that the next five years in radio are going to be tougher, profit-wise, than the last ten. I know, too, that simply means more intelligence, more knowledge and more sweat will be necessary than ever before.

I've been in radio for fifteen years, most of them for one employer. I've worked with stations of almost every size and type in every part of the country. I know management, sales, programming, promotion. And I know how to hold a loyal staff together.

I want to talk to some licensee about managing his station on a percentage, stock participation, over-ride or any other basis that will permit me to earn only in ratio to what I make for the owner.

Negotiations will be confidential, of course. And should we get together I can start at anytime.

BOX
370
BROADCASTING

Help Wanted (Cont'd)

Two progressive men—one announcer-program man, and one engineer to assist in building organization to operate Class B FM station and radio school in southern city of 200,000. Conditional grant recently obtained and station operation to be rushed as rapidly as possible. Only men willing to work into key positions in combined station-school need apply. State experience and necessary starting pay in first letter. Replies will be held confidential. Box 354, BROADCASTING.

Engineer with some experience with measuring equipment to assume charge of field equipment and some field work with old established consulting engineering firm in Washington. Provide full details Box 359, BROADCASTING.

Wanted—Transmitter engineer. Salary 48 dollars for 40 hour week. Ideal working conditions, excellent opportunity. Southeastern section. Give complete details including photo. Box 360, BROADCASTIING.

Attention RFD men: Exceptional opportunity for experienced, mature announcer. Must write and produce established farm show, also be capable of general staff work. We want the top man for the top job with top station backing and promotion. Wide open market for man who can produce copy results. Send all first letter including picture, references, and transcription. Our employees know of this ad. Address Box 362, BROADCASTING.

Engineer wanted by Pennsylvania 250 watter. No floaters. State salary requirements. Address Box 367, BROADCASTING.

Wanted: Advertising manager, 5000 watt western station. Salary plus commission on gross sales. Position open June 1st. Box 368, BROADCASTING.

Program director - chief announcer—New 250 watt independent New England station desires services of live-wire who can supervise program direction and act as chief announcer. Veteran preferred. Box 369, BROADCASTING.

Experienced salesman, write copy, service accounts. Commission with draw. Wanted by new Texas local fulltime Mutual. Box 381, BROADCASTING.

Wanted—Western type hillbilly bands. Send picture, record and expected salary first letter. Radio Station WRRF, Washington, N. C.

Time salesman or local sales manager for prosperous basic network station. Only experienced commercial man considered. Good active account list plus growing production assures fine income on commission. Wire, write or see C. B. Heller, Manager, WJPA, Washington, Penna.

Announcer-operator with ticket. Send photo, disc if possible and experience. New modern furnished apartment at station. $35.00 per month, all utilities furnished. Trout fishing practically at back door. Airmail, wire or phone. KPRK, Livingston, Montana.

SITUATIONS WANTED

Serving now as network program director all Armed Forces Radio Stations, Japan. WVTR, Radio Tokyo, key station. 50,000 w. B.A., M.A., and PhD. Degrees, professor basic speech for radio. Dean of Men and lecturer 20 years. Now directing-supervising all script (continuity), programming, basic speech, announcer's classes and producing. Have done public relations. Am 46, single, with A-1 character and credit rating. Salary commensurate with qualification and experience—$400.00 mo. minimum. Availability arranged immediately. Prefer substantial, new station. Enjoy pioneering difficult jobs. Chosen by United States Govt. to pioneer present Armed Forces Network. Occupation to end soon. Box 393, BROADCASTING.

Help Wanted (Cont'd)

Program director-production man — Number one assistant to manager: Unusual opportunity for right man to become associated with two new progressive stations, located in south's largest market. If you are young, ambitious, have had plenty of radio exeprience, preferably on an independent station in a major market; if you feel that you are entirely capable of programming both AM and FM as well as announce and write copy; if you have ideas and can write and produce shows that will sell; if you are looking for a permanent position with a definite future; if you like hard work and are willing to contribute to the success of the stations knowing that management will share that success; and if you are willing to start at a reasonable salary with a profit sharing bonus—providing you produce; then you are our man. Only men with proven ability who are looking for a "future" not a "job" need apply. Give complete details first letter, include picture and disc. Box 385, BROADCASTING.

Wanted—First class engineer, no announcing. Good starting salary and other benefits. No floaters. Box 651, Anderson, S. C.

Announcer, experienced, for new FM station with AM affiliate. Write fully. WCAP-FM, Asbury Park, N. J.

Southern California 250 watt independent needs chief engineer to handle construction, two announcers with 1st class tickets, one salesman and one sports announcer. Base $60 announcers, chief open. Send disc, photo, complete information KSON, Maryland Hotel, San Diego, Calif.

Announcer—Must be experienced in both selling commercial copy and console operation. Ability to do creditable job on news no handicap. Housing no problem. Send personal data sheet, disc and photo to Robert P. Ritter, Program Director, WSAM, Saginaw, Michigan.

Wanted: Two first class licensed operators for new ABC station. WDIG, Dothan, Alabama.

Wanted: Account salesman. Generous opportunities, drawing account and commission. KLO Ogden, Utah. 5000 watt Mutual and Intermountain Network affiliate. Write Art Mortenson, 7th floor, Ben Lomond Hotel, Ogden, Utah.

Wanted—First class engineer to handle announcing shifts and engineering shifts separately. Need good voice. Send audition record and personal recommendations. George J. Volger, KWPC, Muscatine, Iowa.

Announcer—Progressive music and news regional. Housing assured. Send disc, photo to KECK, Odessa, Texas.

Good job for man who can write continuity, meet public and work mike. Must have complete details age, health, employment record with references. Salary depends on what you can offer. Box 417, BROADCASTING.

Small New England network affiliate has opening for a program man who can write, produce and announce. Good basic salary, plus talent. Box 418, BROADCASTING.

Announcer—Immediate opening. Rush ET and photo to Tom Harvey, WGAT, Utica, New York.

A topnotch announcer, control room operator needed by KHMO, Hannibal, Mo. At present 250 watts, have reconstruction permit for 5 kw. Your opportunity to get in a growing organization. Send complete details, salary expected, experience, references, and audition disc to Wayne W. Cribb, General Manager Radio Station KHMO, Hannibal, Missouri.

MANAGER AVAILABLE

14 years programming, production, sales, management in network and local operation. 10 years executive positions. 34, married, children, veteran. References from leading executives and owners. Go anywhere right opportunity. Available June 1. Box 292, BROADCASTING.

Help Wanted (Cont'd)

Manager, has engineering for new station in Georgia town. Need to contact party interested in financing. Contact Ed Leach, Griffin Broadcasting Co., 604 S. Hill St., Griffin, Ga.

Combination engineer-announcer wanted by Mutual station. Must have first class phone ticket. Experience desired but not necessary. If interested contact immediately by telephone or wire giving full details. Radio Station WLAY Muscle Shoals, Alabama.

Announcer, experienced, $200 month, 40 hour week; airmail audition disc when available, snapshot, personal data. Also copywriter $40 week, send snapshot, sample spot copy, full personal data. KOLE, Port Arthur, Texas.

Excellent opportunity for personality announcer with first class radio telephone license. Need is immediate. Wire or write Gene Burke Brophy owner, Radio Station KRUX, Phoenix, Arizona.

Top 50 kilowatter seeks qualified announcer for vacation relief. RRR-Personnel Service, Box 413, Philadelphia.

Wanted: Announcer—experienced, fully capable 5 kw AM 8.8 kw FM. State salary expected. Bernie C. Barth, WLOS, Asheville, North Carolina.

Manager for one kw daytime station in large southeastern city. Already on air, must be capable taking complete responsibility. Excellent salary and participation. Housing not too difficult. Reply will be kept strictly confidential. Box 402, BROADCASTING.

Wanted—Copywriter, one who likes copywriting as career. Good staff, good station. Rush details and pictures. Box 406, BROADCASTING.

Time salesman with experience in small station sales. Must be familiar with new market and retailer orientation in New England area. Veteran preferred. Box 407, BROADCASTING.

Salesman for local station in Texas' richest market—$6,000 year man who wants to make $8,000; prefer current Texas experience; ten percent on first $3,000, fifteen percent on sales over, send full details first letter, how long on present connection, etc. Box 408, BROADCASTING.

Situations Wanted

Topnotch sports announcer. Experienced major league play-by-play. Working in sports at present. Desire position with station active in sports. Veteran. Single, no drifter. Reference. Experienced in general announcing and disc jockey work. Disc and photo upon request. Box 268, BROADCASTING.

Program director-announcer interested in locating with progressive station either new or old. Experienced in all phases radio both business and production. Consider good offer only. Box 321, BROADCASTING.

Engineer—15 years experience, installation, construction, maintenance and design, available about June 1st. Extensive experience design, adjustment and maintenance directional arrays. Knows all phases broadcast business. Will consider only up to date progressive station. Box 325, BROADCASTING.

Chief engineer, eleven years broadcast. Thoroughly experienced all phases including construction. Married. Southeast or east. Box 335, BROADCASTING.

Announcer-writer. Experienced in all types of programming, 3 years exp., age 27. Reliable and efficient. Sports, play by play. $60.00 a week guarantee. Box 414, BROADCASTING.

Announcer, topflight, veteran. 5 years radio, 2 years AFRS, conscientious worker with real ability. Will travel anywhere. Photo and disc available. Full story write or wire Bob Story WMON, Montgomery, West Va.

12 YEARS EXPERIENCE

Programming, production, administrative duties. Both independent and network affiliate experience in metropolitan area. Excellent musical background, promotion-wise. Veteran, married, one child. Top industry references. Presently employed as pgm. dir. Seek permanent connection with bigger opportunities than present position offers. Available approx. June 15. Prefer east or south. For complete details write Box 386, BROADCASTING.

Situations Wanted (Cont'd)

Announcer: 3 years experience. Operate board. Prefer South Atlantic states or southern California. Box 339, BROADCASTING.

Time salesman—Ten years radio. Exceptional sales record. Married. Box 342, BROADCASTING.

I have the qualifications. I have the experience, seven years of it. If you need a good program-director, let's get together. Navy Veteran, now selling but prefer production and programming. Available immediately. Box 352, BROADCASTING.

Station manager—Proven ability in building sales, programming and community service relations, new or established station. Have the "know-how", initiative, adaptability and reliability to assume full responsibility and produce topflight results. Box 353, BROADCASTING.

Engineer, experienced in transmitter, studio, construction. Presently employed. Desires position within 200 miles New York. Box 355, BROADCASTING.

Announcer. Graduate Radio City School, college and AFRS. Married, mature, congenial, responsible. Travel anywhere. Salary secondary, opportunity to connect with small progressive station is my aim. Disc and photo on request. Box 356, BROADCASTING.

Announcer. Ambitious, some commercial experience. Armed Forces experience and NYC radio school graduate. Anywhere, now! Box 357, BROADCASTING.

Announcer. Vet, college, 25. Commercial and Armed Forces experience. West Coast preferred. Box 358, BROADCASTING.

Experienced announcer, married, veteran, desires affiliation with live station in growing community. Specialist in news. Familiar all phases. Top references. Audition and photo upon request. Box 361, BROADCASTING.

Chief engineer-operator. Nine years experience construction, maintenance, operation. 100 to 50,000 watts. Presently chief engineer 1 kw. Available two weeks notice. Box 363, BROADCASTING.

Alert, friendly announcer-producer. Now with NBC affiliate, seeking wider field. Versatile, shines on news, special events. Pre-war newspaper reporter, advertising agency copywriter. Single, sober, mature. Box 364, BROADCASTING.

Married vet, 26, just out of radio school, wishes job as announcer in station west of Rockies. Eligible for on the job training. Will furnish disc and references, including letter of competency from school. Experienced in advertising. Box 365, BROADCASTING.

Station manager—12 years successful experience. Presently employed, wishes change for health reasons, south preferred. Know FM. All replies answered. Box 366, BROADCASTING.

Newswriter—Over two years experience with one of nation's leading radio stations. Also, reporting, supervisory background. 38 years old. Veteran, sober, conscientious. University education. $85.00 minimum. Box 371, BROADCASTING.

Manager—Photo and detailed letter follows. Box 372, BROADCASTINIG.

Announcer—Dependable, young, single, veteran. News, sports. Seeking affiliation with progressive organization as announcer or announcer-program director. Familiar with ABC operation. Disc, photo available. Box 373, BROADCASTING.

Operator with first phone and telegraph and seven years experience wishes position in south central state. Married and 27 years old. Box 374, BROADCASTING.

Announcer, experienced, prefers position western states. Married, 30. Box 375, BROADCASTING.

Announcer, newscaster, veteran, desires position with west or midwest station. Junior college graduate, age 24, married. Will send disc, references upon request. Box 376, BROADCASTING.

Chief engineer, excellent qualifications and experience, desires contact with interested station. Box 384, BROADCASTING.

MAXI-NEWS
THE NEWS THAT'S ALL NEWS

Situations Wanted (Cont'd)

Veteran, single, desires position as staff announcer. Some experience, graduate recognized Hollywood radio school. Disc on request. Douglas Caplette, 2208 Orange Grove, Alhambra, Calif.

Operator first ticket, married, age 26, 4 years experience including 50 kw and 5 kw. Available immediately. Prather, Box 601, Ingleside, Texas.

I want a chance in radio. Experience more important than salary. Veteran. B.A. Degree in journalism. Now taking graduate radio work in southern university. Interested in news, programs, continuity and production. Box 377, BROADCASTING.

Veteran of war and radio. Pre-induction chief announcer of 5000 watt NBC affiliate. Post war civilian executive in AFN. Program director of Paris and Frankfurt stations. Production chief of network. 26, college, married. Scripts, transcriptions, references. Box 378, BROADCASTIING.

Young woman announcer would like position with small station. Ambitious. Willing to sell, write, learn control operation, etc. Experience as disc jockey for 50 kw station. Available now. Go anywhere. Opportunity first, salary second. Photo and transcription on request. Box 379, BROADCASTING.

Sales manager regional station, now employed, desires change offering greater opportunity. Young family man, program promotion, sales and general operation experience. Excellent references. Will consider any good proposition. Box 380, BROADCASTING.

Capable announcer-newsman. Experienced, conscientious, well educated, young vet., single. Sound radio background and musical knowledge. Available May 15. Box 382, BROADCASTING.

News specialist—Announcing, editing, commentary experience, Dartmouth College graduate, six years in radio; presently teaching same. Hold first class licenses with engineering experience. Box 383, BROADCASTING.

No talent—Just guts—announcer. Small voice, little experience. High on try, low on dough. Thoroughly trained, I know I've lots to learn. Vet, 29, single. Midwest preferred. Harry Madlin, 4528 S. Richmond Street, Chicago 32, Illinois.

Announcer—Veteran, young ambitious, single. Graduate leading radio school, Radio City, New York. Handle all phases of radio. Talented and desires change. Will work anywhere in U.S. Disc, photo on request. Write or wire Stan Kotel, 416 Fort Washington Avenue, New York, New York.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Two announcers, work together, excellent talent, some experience, hard workers. Box 392, BROADCASTING.

Engineer. 1st class license, vet, 4 years experience. RCA graduate. Box 388, BROADCASTING.

Want to increase your station's popularity? Promotionally-minded program director who has by previous experience: (a) increased Hooper-ratings (b) sold more time on air—desires connection with progressively-minded station in city over 150,000. Salary secondary to opportunity. Box 389, BROADCASTING.

Engineer. RCA graduate, 1st phone, vet, 2 years experience, married. Eastern Seaboard preferred. Box 390, BROADCASTING.

Announcer. Young vet, graduate NBC-Columbia Radio Instruction, as announcer. Also graduate leading radio school, Radio City, N. Y. All phases announcing: "voice with a smile" that will surely attract listeners. Disc on request. Box 391, BROADCASTING.

Engineer, experienced, 1st phone, vet, married, dependable. Available immediately. Will travel. Louis Polovsky, 1155 Morrison Avenue, Bronx 59, New York.

TOWER FOR SALE 187 Ft., self-supporting Lehigh tower, A-1 condition. Available about 6 weeks.
WSNJ, Bridgeton, N. J.

Situations Wanted (Cont'd)

Program director combines programming and production with sales. Box 410, BROADCASTING.

3 years exp. at your disposal if you can meet with this proposal. Announcing position with future bright and good starting wage to make it right. Box 394, BROADCASTING.

Announcer, staff. 31 years old. Married. University graduate. Reliable, trained in all phases broadcasting. Desire permanent position. Box 395, BROADCASTING.

Need experienced copywriter or top-notch program-production supervisor? Write: RRR, Employment Service, Box 413, Philadelphia.

Sports announcer-writer-producer. Play-by-play. Top flight. AFRA only. Box 398, BROADCASTING.

Program director—Dependable, experienced man desires change. Will accept reasonable salary. Box 399, BROADCASTING.

Position as transmitter engineer. Eleven years broadcasting experience. Box 400, BROADCASTING.

Salesman interested in connecting with local station. Box 409, BROADCASTING.

Engineer—10 years diversified radio experience. Now employed by ABC affiliate. Prefer technical work rather than routine gain riding. Box 401, BROADCASTING.

Copywriter, young, ambitious. Graduate top NY radio school. Box 403, BROADCASTING.

Station manager. 17 years personnel, production, programming. Want to develop small station. Ideas, versatility, can make most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 404, BROADCASTINIG.

Disc jockey experience with top local show. Positive I can build audience for morning, afternoon or midnight show. No location preference. Veteran. Box 411, BROADCASTING.

Announcer, experienced, single. Familiar with all phases of staff work, some writing, like to learn sales, excellent on ad-lib disc shows. Go anywhere. Veteran. Box 412, BROADCASTING.

Engineer, experienced, first phone, desires permanent position, Midwest or midsouth. No announcing. Getting married soon. Minimum $50.00. Available June first. W9WHY, 1312 Pawnee, Lincoln, Nebraska.

Announcer presently employed at 5 kw in large middlewestern market, desires change. 5 years experience, all types commercial announcing. Age 27, married. Box 416, BROADCASTING.

For Sale

Two Fairchild 227-B transcription tables, less pickups. Excellent condition. For details, write, WKXL, Concord, New Hampshire.

Hallicrafters S36 UHF receiver. Used only 10 hours on tests. New radio guarantee. First check for $225.00. Radio Station KTMS, Santa Barbara, California.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

RCA 76-A console recently reconditioned by factory. Excellent condition. $650.00. KRDU, Dinuba, California.

Two Blaw-Knox, 165', square base, self-supporting, insulated towers. WCAO, 811 West Lanvale Street, Baltimore 17, Maryland.

250 watt RCA-Kluge transmitter; composite speech input. Used here 2 years. Make cash offer. KONP, Port Angeles, Wash.

Gates console model 30, new in December 1945. Purchase price $830.00. Has 5 pre-amplifiers and provision for two-studio operation plus control room announcing. Talk-back microphone built in. Complete with separate power supply. Available immediately. Box 405 BROADCASTING.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

For Sale (Cont'd)

Two Federal 891-R tubes, new factory guarantee, each $240.00. One Gates type 51 studioette, new condition $345.00. Box 415, BROADCASTING.

250 watt independent located in small, rich western market, can be purchased at approximately owners investment. Blackburn-Hamilton Co., Radio Station Brokers; Washington, D. C. James W. Blackburn, 1011 New Hampshire Ave.; National 7405; San Francisco—Ray V. Hamilton, 235 Montgomery St.; Exbrook 5672.

Wanted to Buy

Wanted to buy: Controlling interest in 250 watt network affiliate. Box 311, BROADCASTING.

Wanted—New or used 5 kw AM transmitter, also associated equipment. Box 312, BROADCASTING.

Wanted: Sales rights good transcribed shows. Box 351, BROADCASTING.

Need immediately used 5 kw transmitter and associated equipment. Box 396, BROADCASTING.

$750,000. second money towards purchasing existing station. First loan money available. Box 397, BROADCASTING.

Miscellaneous

Improve your announcing. Learn network technique. Get the announcer's Handbook. Send $2.00 to Ryan, 502 17th Ave., N., Seattle 2, Washington.

Broadcasters! Over 3,000,000 members launching national campaign. Sure-fire PI proposition. Videor Enterprise, 1649 North Broad, Philadelphia, Penna.

SITUATIONS WANTED

● Five clean cut colored men holding first class phone licenses need positions. Recent graduates of recognized school of radio. Ex GI's, reliable and ambitious.

Write or wire "collect" A. C. Crail—Room 200 —5005 Euclid Ave., Cleveland, Ohio.

AGENCY RADIO EXECUTIVE

Experienced in all phases of radio copy and continuity, production, talent and time buying, backed by eight years with agencies, eight years with stations and networks and five years in research, is interested in heading radio department of medium or small agency, preferably in New York or Chicago. Will exchange references with organization interested in the permanent employ of an executive who can build and maintain a radio department of highest calibre. Address Box 387, BROADCASTING.

ONE PRESTO MODEL Y RECORDER, low impedance input. In original crate. Box 413, Broadcasting

McLean New WPTZ Commercial Chief

Has Been Transmitter Sales Head Of GE Since May 1945

JAMES D. McLEAN, in radio and television engineering and sales for the past 11 years, last week was appointed commercial manager of WPTZ Philadelphia, Philco television station.

Mr. McLean

The appointment was announced Friday by Ernest B. Loveman, vice president of Philco Television Broadcasting Corp., WPTZ licensee.

Mr. McLean, 32, has been manager of sales of the Transmitter Division of General Electric Co. at Syracuse since May 1945, and has had nine years of experience in radio, television and radar with that company.

He is a graduate of Massachusetts Institute of Technology with B.S. (1937) and M.S. (1938) degrees in electrical engineering. In 1936 he was radio aide to the late Frank Knox in his vice presidential campaign. Later he helped set up a consulting engineering organization in Chicago to handle highly specialized electronic and public address problems.

Mr. McLean joined GE's General Engineering Laboratory in 1938. He entered the Radio Commercial Dept. in 1939 and during the war was project manager for airborne radar and communications equipment manufactured for the Signal Corps and Army Air Forces. In 1942 he was named sales manager of television equipment.

He was active in the formation of Television Broadcasters Assn., and collaborated with Judy Dupuy in writing *Television Show Business*, a summary of five years of television programming experience. He is due in Philadelphia May 19.

GE Transmitter Division Headed by P. G. Caldwell

PHILIP G. CALDWELL, former sales manager of television equipment of the General Electric Transmitter Division, Syracuse, N. Y., has been appointed manager of sales of the Division. In this capacity he has responsibility for sale of all of the products of the Division.

Mr. Caldwell

Employed by General Electric since 1932, Mr. Caldwell spent eight years in Schenectady on various engineering and commercial assignments, then transferred to California where he was district electronics engineer for four years. He returned to Schenectady in 1944 to become sales manager of aircraft and marine equipment in the GE Transmitter Division, and was made television equipment sales manager in 1946.

PLAQUE was presented to WGN Chicago for winning first place in spring promotion campaign, 50-kw class, for its efforts on behalf of *New Skippy Hollywood Theatre*, sponsored by Good Foods Inc. (Skippy peanut butter), Minneapolis. At presentation ceremonies were (l to r): Bert Scherb, WGN account executive; Ed Whalen and John Schultz, of P. J. Murphy Assoc., Skippy's Chicago booker; Walter Guild, Garfield & Guild, San Francisco agency; Ben Berentson, WGN western sales manager; A. M. Brisbois, Skippy sales manager in Minneapolis, and Bill Meyers, WGN sales promotion manager.

Veterans Broadcasting Gets Proposed Grant for Sixth Station at Rochester

VETERANS BROADCASTING Co., composed of 38 stockholders including several present or former employes of Compton Adv., New York, was given a proposed grant by FCC last week for a new Rochester, N. Y., station on 1280 kc with 5-kw, directionalized fulltime.

Mr. Maillefert

The Commission's proposed decision anticipated a denial of the application of Rochester Broadcasting Corp. for the same facilities. The choice was based on Veterans Broadcasting's "broader radio experience and closer integration of ownership and operation."

The proposed decision would give Rochester its sixth outlet. Veterans Broadcasting is headed by William B. Maillefert, head radio buyer and supervisor of radio media of Compton Adv., who plans to resign to manage the proposed station. All but one of 38 stockholders are veterans, and all but four are Rochester residents. Rochester Broadcasting is equally owned by several local business and professional men headed by Sol Heumann, clothing manufacturer and bank executive.

Chairman Charles R. Denny and Comrs. Paul A. Walker and E. M. Webster did not participate in the proposed decision.

Ownership of the applicants:

Veterans Broadcasting — William B. Maillefert, president and general manager (8.33%); John S. Houseknecht, radio traffic manager and business manager of Compton Adv., vice president and proposed station manager (8.33%); Grantier Neville, Rochester attorney, secretary (3.33%); Hal James, free-lance program consultant formerly with Compton Adv. (8.33%); Harry W. Bennett Jr., with Compton since 1937 except during armed service (8.33%); and 33 other stockholders, none of whom has more than 6.17% interest. ABC affiliation is contemplated.

Rochester Broadcasting—Owned in equal shares by Sol Heumann, manufacturer and banker, president; Carl S. Halleur, vice president of Bausch & Lomb Optical Co. of Rochester, and other interests, vice president; E. Robert Anderson, vice president of Rochester Coca-Cola Bottling Corp., secretary; Raymond L. Thompson, treasurer of U. of Rochester, treasurer; E. Willoughby Middleton, attorney; William S. Addison, president of Addison Lithographing Co.; Raymond N. Ball, in executive position in several businesses. Rochester Broadcasting also contemplates ABC affiliation.

PRAISE INDEED

Tire Company Advertises Rival Firm's Program

FULL-PAGE advertisement in the Washington, D. C. *Sunday Star* of May 4 and other papers throughout the country, by the General Tire & Rubber Co., Akron, urges readers to listen to *The Greatest Story Ever Told*, ABC religious program sponsored by the Goodyear Tire & Rubber Co., a competing firm.

Quoting the *Star* advertisement: "*The Greatest Story Ever Told* has all the impact of news—radical news for a world beset by the suspicion and hate which Communism spreads and feeds on . . . Listening to a radio program may seem a small weapon against so grave a danger. But unless the great majority of us deem it worthwhile to renew our faith in the Source of our power and blessings, we may not find the strength to preserve them."

The Greatest Story Ever Told is carried by, among others, six stations of the Yankee Network which are owned by the General Tire & Rubber Co. William F. O'Neil, board chairman of the firm, is the father of William M. O'Neil, president of WJW Cleveland.

FCC Calls Off FM Channels Hearing

Dearth of Opposition to Pla Cited by Commission

FCC last week called off the hearing on its reallocation of Class FM channels, for want of opposition [CLOSED CIRCUIT, May 5].

One of only two statements filed in connection with the reallocation and accompanying amendment of FM rules and standards [BROADCASTING, April 14] was a proposal by WINC and WINC-FM Winchester, Va., that rural stations be assigned "regionally classified" channels with no other co-channel stations within about 400 miles.

But FCC concluded that this proposal, as well as the other statement filed in the case "raise questions which can be disposed of more appropriately without a general hearing, since they do not relate to the desirability of either the proposed allocation plan or the proposed amendments to the rules and standards."

The other statement was submitted jointly by Hearst Radio (WBAL Baltimore), Tower Realty and Radio Television of Baltimore Inc., requesting allocation of an additional channel to the Baltimore area. With the two added under the tentative reallocation, one more would make possible a grant to each of the three pending applicants. WINC asked that it be assigned Channel 260, which also is the frequency requested by the Baltimore petition.

Meanwhile, FCC was reported preparing a final draft of the proposed amendments of FM rules and standards for issuance shortly. They may include some minor changes from the April 10 proposals, but no substantial departures are expected.

D. C. STATIONS CHANGE SHOWS TO FAST TIME

DAYLIGHT Saving Time became the official time of the District of Columbia following decision last Wednesday by the Board of Commissioners. The action was taken under a law passed a fortnight ago by Congress and signed by the President. Under its terms the Commissioners held a hearing at which sentiment was overwhelmingly in favor of daylight time.

Carleton D. Smith, general manager of WRC Washington, appearing at a Wednesday hearing on behalf of broadcasters, said 17 District stations favored the time change.

WRC, NBC outlet, had advanced most of its schedule to conform to New York time. WOL, MBS outlet, and WTOP, CBS station, had transcribed many of their programs since the network shift to daylight time. WMAL had used transcriptions to carry its entire schedule at the same time.

NEW YORK ADVERTISING WOMEN ELECT OFFICERS

MARY McCLUNG, advertising director of the *New York Post*, was reelected president of the Advertising Women of New York at the annual meeting held on May 6 at Hotel Astor, New York. Dorothy Lewis, NAB coordinator of listener activities, was elected vice president and Alice O'Connor, U. S. Rubber Co., was reelected treasurer.

Other officers elected were Helen Berg, Textron Inc., as corresponding secretary and Grace M. Johnsen, ABC, as recording secretary.

Directors elected for two-year terms were: Ruth Kinyon, Charles W. Hoyt; Janet Mackey, Immigrant Industrial Savings Bank, and Mary Margaret McBride, NBC women's commentator. Lillian Jackman, partner in Tip-Top Letter Shop, was elected director for one term.

Elected last year for two-year terms, and to continue serving for 1947-48 are: Caroline Hood, Rockefeller Center Inc., Harriet Gormley, Westinghouse Electric, and Eugenie Stamler, Biow Co.

Writer Sues CBS

WILLIAM H. BARR, Hollywood writer, has sued CBS for $100,000, charging the network with stealing one of his ideas for the program *Money on the Line*. Mr. Barr's suit declares that CBS used his program *Rhymo* for 16 weeks in 1940 and that on his return from Army service four years later he found the network still carrying his show on 26 Pacific coast stations under a new title.

Summer Replacement

SUMMER replacement for the *Kenny Baker Show* sponsored by Procter & Gamble, Cincinnati (Ivory Flakes and Crisco), Mon.-Fri., 12-12:30 p. m. on ABC, will be an interview program entitled *Welcome Traveler* originating in Chicago and featuring Tommy Bartlett. The show which starts June 30, will be produced and handled by Compton Adv., New York, which has had P. & G.'s Crisco account. The *Kenny Baker Show* was handled by Benton & Bowles for P & G's Ivory Flakes. Both agencies divide billings on the summer show.

RCA Profit in First Quarter Increases 48% Over Last Year

RCA's net profit, after taxes, for the first period in 1947 jumped 48% over the same period last year from $1,519,841 to $4,680,065, it was announced by RCA President Brigadier General David Sarnoff at the company's annual stockholders' meeting in New York on Tuesday.

Mr. Sarnoff

This amounted to earnings of 28c per common share as compared with 17c last year. Consolidated gross income was $76,560,096, an increase of $27,587,172 or 56% over the 1946 figure of $48,972,924.

Reviewing the past ten years, General Sarnoff said that the net worth of the corporation had been increased by $39,000,000 and is now in excess of $100,000,000, while during the same period more than $60,000,00 in dividends had been paid to stockholders. He said that RCA had grown from 457 employes in 1919 to 40,600 today, and that these employes belong to 37 separate unions. In spite of this, said General Sarnoff, RCA has used collective bargaining and has had no strikes.

On the subject of national security, the RCA president said that his company realized its responsibility in continued and intensified research. "The war," he said, "taught this nation that the study and application of science and invention to military, naval and aviation operations should never be neglected or underestimated."

Progress in television, he said, is being made on three fronts—research by RCA laboratories, manufacturing by RCA Victor and telecasting by NBC. Another indication of television's importance, he said, is that it was a major factor in the selection of Philadelphia for the Republican National Convention in 1948. Emphasizing that development work in color television was by no means completed, the general said, "Our scientists and engineers are building new instruments with which to explore the higher frequencies in the hope that the American public will enjoy the finest and most practical all-electronic television service in both black and white and color at the earliest possible date."

On the international scene, General Sarnoff pointed out that the recent opening of a new radio-telegraph circuit to Greece gives RCA direct circuits to 61 foreign countries. In addition, Radiomarine Corp. of America has added radar to its services, and now operates 11 coastal stations and serves ships throughout the world.

Looking ahead, the RCA president said, "We believe that 1947 will be a year of scientific achievement and industrial progress. We believe that research and developments in manufacturing, broadcasting, communications, television and electronics offer great opportunities to expand business and increase our service to the public."

Audience Survey Report Issued by Canadian Firm

ELLIOTT-HAYNES Ltd., Toronto, survey firm, has issued free to subscribers, a breakdown of share-of-audience and sets-in-use for a three-month period in Montreal, Toronto, Winnipeg and Vancouver.

Report lists all program periods Monday to Saturday in quarter-hours from 9 a.m. to 6 p.m., and evening time in two hour blocks of 6-8 p.m. and 8-10 p.m. seven days a week. Sets in use for the times are shown and breakdown is by Canadian stations in these cities and principal American stations heard in these cities. Montreal breakdown is for both English and French language groups. First report covers January to March, and other share-of-audience reports are to be issued at three-month intervals.

Carl K. Scott

CARL K. SCOTT, assistant transmitter supervisor of WTIC Hartford, Conn., died suddenly of a heart attack, April 23. He had been a member of the WTIC engineering staff for the past 18 years.

FOLLOWING opening broadcast of ABC *Breakfast Club's* two-week Eastern visit, sponsor, agency and network personnel got together backstage at ABC's 58th St. Theatre, New York. L to r: Frank Babcock, account executive, Hill-Blackett & Co.; G. T. C. Fry, ABC Eastern sales manager; Bud Fisher, radio director, Swift & Co.; E. R. Borroff, vice president in charge of ABC's Central Division; Savington Crampton, Hutchins Advertising Co. Inc.; Anderson Hewitt, account executive, J. Walter Thompson Advertising Agency, and Pierson Mapes, Hutchins Advertising vice president.

HARMONY RECIPE

NBC's MacDonald Gives Code For Labor Relations

EQUAL and just treatment for both employer and employe was called for by John H. MacDonald, NBC vice president in charge of finance, who told the National Assn. of Cost Accountants regional conference in Rochester last week that "intelligent cooperation between labor, management, and government are necessary to bring about full productivity and lower costs."

He urged the following steps: Management: Reduction of costs and a more enlightened public relations program to correct the popular misconceptions about the size of profits. Labor: Discard the "something for nothing" philosophy and cooperate with management to increase, not cut, production and profits. Government: Take the lead in effecting labor-management cooperation so that prices can be reduced through increased productivity; get rid of Communist trouble makers in government and labor; prevent monopolistic practices; reduce government spending and taxes, and instill public confidence in business.

Feature

(*Continued from page 11*)

writing, announcing, control room operations, sportscasting, management, and sales.

As a reserve officer, he requested active military duty on Dec. 8, 1941, went into service as a second lieutenant and applied for duty with the parachute troops. Between October 1942, when he shipped out with the paratroopers for Australia, and his return in November 1945, he earned promotions to captain and received an assortment of awards and campaign ribbons, including the Silver Star, Bronze Star, Air Medal, Purple Heart, Asiatic Pacific Ribbon with Bronze Arrowhead and three campaign stars, and Philippine Liberation Ribbon with Bronze Star.

WRON's staff executives, under Mr. Blake as manager, include A. W. Holsten, program director; Leon Brauhn, chief engineer, and Clyde Porterfield, sales manager. Grant for the station was issued by FCC last summer [BROADCASTING, July 1].

IBEW Local 45

LOS ANGELES radio technicians of the International Brotherhood of Electrical Workers have withdrawn from Local 40 to form Hollywood Local 45. Roy Tyndall, former business manager of Local 40, was unanimously elected to a similar post in the new local last week. Local 45 has jurisdiction over AM and FM broadcasting, television and recording technicians in the Los Angeles area.

'Hearability' Gauged in WCAU's Survey

Commercials Rated Highest Score In Test

WCAU Philadelphia has attempted to judge the "hearability" of its programs by standards previously applied only to newspapers. Robert Gunning Associates, who previously have surveyed some of the nation's leading newspapers and magazines, were engaged to analyze scripts. The methods used and the results are described in the accompanying story.

RADIO has found a new yardstick by which to measure the acceptability of its spoken word.

Begun as an experiment by J. David Stern when he was publisher of the *Philadelphia Record* and owner of the station, WCAU has uncovered some facts about its commercials, newscasts—in fact all of its broadcasts by the spoken word—which might very well be applied with advantage by every broadcaster.

The experiment began after *The Record* engaged Robert Gunning Associates to do a survey on the readability of the newspaper. Impressed with the results, Mr. Stern suggested the possibility of doing a similar survey on WCAU scripts to determine their "hearability."

Mr. Gunning agreed. Here's how the test works.

Experts find that there are some 20 factors of writing style which are important to readability of news stories. Tests prove that a large portion of the material in newspapers would be hard reading for college graduates. On the other hand all popular writing is found to have an easy reading level of from sixth to tenth grade. Ernie Pyle, for example, consistently wrote on a sixth or seventh grade reading level. Nearly all best selling books are written on this level as well as a large portion of the best literature.

The test is not intended as a measure of literary style or of subject matter but as a gauge on "how well you reach your audience." Similar factors seem to govern the effectiveness of communication whether it be by eye or ear.

Three Yardsticks

For the purposes of the survey Gunning Associates take the three most important factors which affect reading or hearing difficulty. They are:

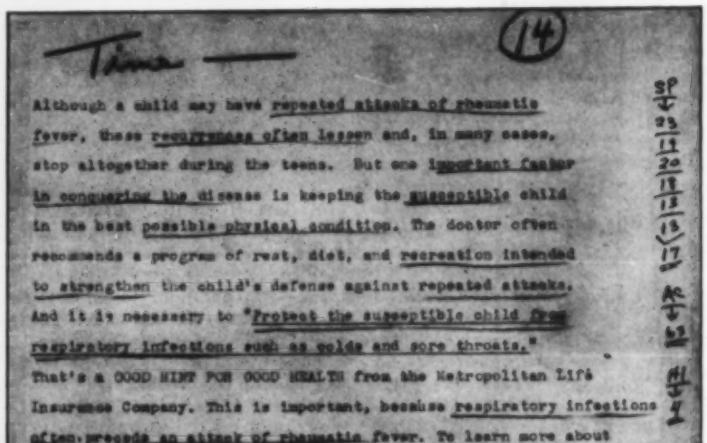
1. The number of words in each sentence. For easy reading these should average less than 20.

2. A measure of the abstraction and complexity of the words used. The count varies greatly with subject matter, but long words should be questioned if the count goes much over 40.

3. A count of personal references—proper names, personal pronouns, etc.

Grading is by numbers. They stand for the probable grade placement of the material. Grade placement is merely a convenient method of scoring. This table will translate grade levels into comparable reading levels of magazines and newspaper columns which have a large adult following:

6 to 7	True Story	Ernie Pyle
7 to 8	McCall's	Samuel Grafton
8 to 10	Reader's Digest —Time	Marquis Childs
10 to 12	Atlantic Monthly	Thomas Stokes
12 to 17	Yale Review	David Lawrence



Time — (14)

Although a child may have repeated attacks of rheumatic fever, these recurrences often lessen and, in many cases, stop altogether during the teens. But one important factor in conquering the disease is keeping the susceptible child in the best possible physical condition. The doctor often recommends a program of rest, diet, and recreation intended to strengthen the child's defense against repeated attacks. And it is necessary to "Protect the susceptible child from respiratory infections such as colds and sore throats."

That's a GOOD HINT FOR GOOD HEALTH from the Metropolitan Life Insurance Company. This is important, because respiratory infections often precede an attack of rheumatic fever. To learn more about this disease, send for Metropolitan's free booklet called "Rheumatic Fever." Write to Station WCAU.

SP 4 23 13 20 19 13 15 17 AC 4 62 HI 3 4

ABOVE MARKED copy illustrates the Gunning method of judging hearability of scripts. The commercial here rates 14, or over the heads of a large portion of listeners. Penciled numbers at right show method used. Under SP is listed length of sentences, which in this instance average 17, a good average. Under AC is the "fog count" or number of hard words, phrases, etc. This is high, 63. Gunning believes the count for commercials should not go above 40. Under HI is the number of personal references, 4, or about average for this length script. Judgment on this script was that it could have been written more simply and still satisfy the doctors.

One of the first things that the surveyers found is that radio rates a much better grade for understandability of the same story than do newspapers. Scripts written for radio are overall more concise and understandable. But there is still room for improvement. A breakdown of the reading level tests of one full day's copy at WCAU was made by Mr. Gunning. (See accompanying chart.)

Commercials, often written by the most experienced and able of radio writing talent, came up with an excellent rating. All commercials for the day surveyed came below the danger line of reading difficulty. Nearly all came within the easy reading level of the average man. The mean for all commercials was 7.9, comparable to matter found in McCall's magazine or in the column written by Samuel Grafton.

News copy proved slightly more complex. It was higher than that of Time magazine but still came below that of the average newspaper which averages, according to Mr. Gunning, about 12.

Other programs, as shown by the chart, vary widely in readability and run all up and down the scale with an average of 9.5.

In analyzing the report Mr. Gunning said: "We believe this report shows that readability measurement can be applied to scripts with advantage. At the same time we must remind you that such analysis is not entirely reliable.

"There seem to us to be two points at which this type of testing is most questionable in the radio field. First, the radio voice has advantages of inflection, change of tone and emphasis, which cannot be made evident on the printed page. Therefore, with special voice effort one can probably make difficult prose easier to understand. Second, although sentence length is an excellent index to reading difficulty we doubt if it is equally good for hearing difficulty. There are certain long sentences which have a conversational quality. They are much more easily understood vocally than they are on the printed page in our opinion."

Same Factors

It is not to be doubted, however, that most of the same factors of writing style affect understanding by ear as well as understanding by eye. Since this is true, program managers might improve considerably the hearability of their programs by taking into consideration the Gunning analysis. Some stations may find that their scripts rate too far above the average which will in some measure insure easy understandability. If this should prove true a further study would certainly be in order.

BREAKDOWN OF 126 READING LEVEL TESTS OF JANUARY 15, 1947 COPY

GRADE READING LEVEL		Commercials	News	Other Programs
	17		1	11
	16		111	11
	15		111	1
	14		11	
Danger Line of	13		1	1
Reading Difficulty	12	111	111111	1
	11	1	111111111	111
	10		11111111	
Easy Reading	9	111	1111111111111	111111
Level	8	1111111111	111111111	111
of Average	7	1111111111111	1111	111
Man	6	111111111		11111
	MEAN	7.9	10.5	9.5

RCA INSTITUTES ELECTS GEN. INGLES PRESIDENT

MAJ. GEN. HARRY C. INGLES, former chief signal officer of the U. S. Army from July 1943 until March 1947, has been elected president and a director of RCA Institutes Inc., New York. General Ingles retired from the Army on March 31. He holds the Distinguished Service Medal and the Oak Leaf Cluster and has been decorated for distinguished service by Great Britain, France, Venezuela and Colombia.

After serving on the War Dept. general staff from 1935 to 1939, General Ingles was assigned as signal officer to the Caribbean area. He commanded the mobile force and served as chief of staff in the Caribbean theatre during the early part of World War II. In 1942 he was selected by Lt. Gen. Frank Andrews to serve as his deputy commander in the ETO.

General Ingles is the founder of the Army Signal Assn.

JAZZ PIANISTS
WOV Confers Second Annual Student Awards

WOV New York last week wound up its second annual jazz piano scholarship contest for high school and college students in the metropolitan area by awarding courses of 12, 9 and 6 lessons with Teddy Wilson, noted jazz pianist, to the three finalists. Winners were Richard R. Hyman, 20-year old student at Columbia College; Vivian Scott Ramsey, 21-year old student at Juilliard School of Music; Norbert De Coteau, 17-year old high school boy. A special veteran's scholarship award of ten lessons with Mary Lou Williams, another well known piano artist, was won by Edward V. Bonnemere, 26 and a student at New York U.

Contest finals were broadcast from an auditorium packed with jive fans, as a special addition to WOV's nightly *1280 Club* program of jazz recordings. Station feels that in sponsoring these annual contests for young artists it is both paying a debt to the jazz music world for one of its most popular programs and also helping to develop new talent that will insure a continuing supply of hot music in years to come. Winner of the first contest, 17-year old Warren Vaughn, demonstrated on the broadcast how much he has improved in the last year.

KAGH to Haley

CONSENT was given by FCC last week to assignment of construction permit of FM station KAGH Pasadena, Calif., to Andrew G. Haley, Washington radio engineer, as sole owner. Mr. Haley has been 60% owner with remaining interest divided among: Tom Olsen, owner KGY Olympia, Wash. (25%); Martin Summerfield, California Tech professor (10%), and William J. Donahue, Pasadena attorney (5%). Consideration was return of investments made by partners.

Chicago NAB

(Continued from page 20)

be patterned after principals of the Better Business Bureau and cooperate with such Federal agencies as the FCC, the FTC, and the Dept. of Justice, as well as state and local agencies.

Judge Miller also voiced approval of the Broadcast Advisory Council and said the industry welcomed expressions of interest from outside agencies. No attempt, he declared, to create a radio czar or hamstring individual broadcasters could be conceived by such an interest in the welfare of the industry.

"There is a great need for cooperation from without as well as from within to create a united industry," the NAB president said.

ANTICS of the luncheon speaker at NAB area meeting in New York drew mixed reactions from this group of broadcasters (l to r), Elliott Stewart, WIBX Utica; Simon Goldman, WJTN Jamestown; John A. Bacon, WKBW Buffalo; William I. Moore, WBNX New York. The luncheon speaker was F. H. LaGuardia.

Registration at Chicago NAB Meeting

A

Robert C. Adair, WJOB; G. F. Albright, WKBV; Dr. Victor J. Andrew, Andrew Co.; John R. Atkinson, WHBU.

B

Kenneth H. Baker, NAB; Harry Bannister, WWJ; Ted Baughn, WPAG; Walter Beadell, Jos. Hershey McGillvra Inc.; Dan C. Beisel, WJPG; Harry Betteridge, WWJ; George C. Biggar, WIBC; Edgar L. Bill, WMBD; Pierre Boucheron, WGL; R. L. Bowles, WJOL; Edward H. Bronson, WJEF; Joe Bunting, WJBC; Dick Burnett, WSOO; Robert J. Burow, WDAN; Don Burton, WLBC; James W. Blackburn, Blackburn-Hamilton Co.

C

George P. E. Caesar Jr., WOSH; Charles C. Caley, WMBD; Frank E. Chizzini, NBC; Paul Clark, RCA; Charles R. Cook, WJPF; George R. Cook, WLS; Maurice Corken, WHBF; C. Russell Cox, Andrew Co.; W. F. Craig, WLBC; Allan Curnutt, WOSH.

D

Howard Y. Dahl, WKBH; Warren G. Davis, WSUA; Harold Dewing, WCVS; R. P. Doherty, NAB; David W. Dole, C. E. Hooper Inc.; Mark H. Donaldson, WTMV; W. Ward Dorrell, C. E. Hooper Inc.; Mel Drake, WDGY; Willis F. Dunbar, WKZD.

E

Bradley R. Eidmann, WAAF; Walter L. Emerson, WENR.

F

Harold Fair, NAB; Sam Fantle Jr., KELO; Hugh Feltis, BMB; John E. Fetzer, WKZO; F. E. Fitzsimonds, KFYR; George T. Frechette, WFHR.

G

Albert B. Gale WEXT; Milton L. Greenbaum, WSAM.

H

Gus Hagenah, Standard Radio; George R. Hahn, KSOO; Joe Hannie, WJBC; Ralph S. Hatcher, CBS; Carl Haverlin, BMI; Morton Henkin, KSOO; Oscar C. Hirsch, WKRO; Edward Hoffman WMIN; Dick Holloway, WTRC; A. F. Hopkins, WJEF; Herb Hollister, KBOL.

J

Myles H. Johns, WOSH; H. A. Johnson, WIBA; Lee Johnson, WHBF; Joseph W. Jordan, WKMO.

K

Francis M. Kadow, WOMT; A. W. Kaney, NBC; O. J. Kelchner, WKNX; Bob Keller, R. S. Keller Inc.; Oliver Keller, WTAX; J. B. Kirby WSOL; Wm. S. Knapp, WKMO; Kirk Knight, WKMH; Fred A. Knorr, WKMH; Walter Koessler, WROK; E. J. Korsmeyer, WLDS; Worth Kramer, WJR; Don D. Kynaston, WMBD

L

Ben A. Laird, WDUZ; C. Howard Lane, WJJD; John D. Langlois, Lang-Worth; Clarence Leich, WGBF; Dalton Le Masurier, KDAL; Harry R. Le Poidevin, WJRN; Merrill Lindsay, WSOY; Sherwood Lorenz, WOSH; O. W. Lyerla, WJPF.

M

C. Bruce McConnell, WISH; Robert B. McConnell, WISH; A. M. McGregor, WJBC; Gladys M. McGrew, WTAX; M. J. McGehan, Clark and McGehan Co.; James A. Mahoney, MBS; Manny Margaret, KVOX; A. L. Marlin, BMI; Col. Wm. J. Mather, Andrew Co.; John F. Meagher, KYSM; Carl H. Meyer, Andrew Co.; Justin Miller, NAB; Frank R. Mills, WPWS; John F. Murphy, Burn-Smith Co.

N

Harold J. Newcomb, WRJN; Earl Norden, WHDF.

O

Paul A. O'Bryan, Dow, Lohnes & Albertson; John W. O'Harrow, WKZO; B. W. Olin Jr., WQUA; Maurice Owens, WROK.

P

Walter Patterson, WKMH; Albert W. Payne, WHDF; L. G. Pefferle, WCVS; Frank E. Pellegrin, NAB; Angus D. Pfaff, WNMP; Robert W. Phillips, WSAM; W. A. Pomeroy, WILS; Stanley R. Pratt, WSOO; Frank J. Prendergast, WTMV.

R

Odin S. Ramsland, KDAL; Henry E. Rhea, WHOW; Keith Rhea, WHOW; G. P. Richards, WHBL; Robert K. Richards, NAB; O. E. Richardson, WJOB; Naylor Rogers, Keystone Broadcasting System.

S

Jake Scherrer, WHFB; K. F. Schmitt, WIBA; Jack Sexton, KMOX; Joe Spring, WASK; Burt Squire, BMI.

T

Abbott Tessman, Capitol Transcriptions; Warner C. Tidemann, KATE; Robert R. Tincher, WNAX.

U

Owen F. Uridge, WJR.

V

F. Van Konynenburg, WTCN.

W

Fred W. Wagenvoord, WKBZ; James A. Wagner, WHBY-WTAQ; Paul Wagner, WCSI; John M. Walter, WJPG; Lyle Warrick, WSUA; Brooks Watson, WMBD; Pierre Weis, Lang-Worth; Ralph Wentworth, BMI; W. C. Wester, WMUS; Edward A. Wheeler, WEAV; James F. White, Andrew Co.; Rollie R. Williams, KSOO; Thomas W. Wilson, Dow-Lohnes & Albertson.

ABC's America's Town Meeting co-op program, heard Thursday, 8:30-9:30 p.m. on Sept. 2 moves to Tuesdays, 8:30-9:30 p.m., and on the same date the network's Boston Symphony Orchestra will be moved back an hour to reach ABC listeners on Tuesdays, 9:30-10:30 p.m.

ABC CENTRAL DIVISION bowling team won the media (radio-magazine publications) trophy award presented May 3 at the annual bowling banquet sponsored by the Chicago Federation of Advertising Clubs.

AFM

(Continued from page 15)

per record. Nearly $2,000,000 was collected by AFM in 1946 from this source and roughly $2,500,000 is estimated as the 1947 take. Control of the fund reposes in the union itself, with no public accounting specified.

The amendment adopted by the Senate requires that such "welfare funds" must be genuine trust funds jointly administered by labor and management. They request also that before an employer can deduct a worker's union dues from his wages, he must receive annually a written authorization.

Contract between the Chicago AFM local and Class A network stations was signed last February, providing an 18½% increase.

Richard McCann, Local 802 president, issued this statement on the new agreement:

"The end of these negotiations shows that when men of goodwill sit around a table, honestly determined to compromise in a spirit of give and take, there need be no governmental intervention. The success of these conferences should demonstrate conclusively to the anti-labor forces in Washington that what is needed are not restrictive laws but a genuine desire on management's part to see the viewpoint of its employes and to act fairly."

NABET Contract

In the second contract negotiation last week NBC and ABC made peace with National Assn. of Broadcast Engineers & Technicians by granting increases in scale ranging up to 11½% to 460 engineers who operate sound broadcasting, television and receiving equipment for the two networks.

The new contract, which entails an estimated payroll increase of $300,000, will run from May 1 to April 30, 1949. It followed negotiation of a 12½% increase by WOR New York a week before [BROADCASTING, May 5]. The NBC and ABC pacts cover engineers and technicians in New York, Chicago, Washington, Cleveland, Denver, San Francisco and Hollywood.

In actual figures, the pact will raise monthly salaries from an old range of $250 to $526. In addition, the agreement will benefit 50 workers at RCA-Victor by lifting their pay 15% with a top rate of $494.75 a month, according to NABET President Allan Powley.

Forms Own Firm

RUTH MILLARD, former director of women's activities in Young and Rubicam's New York public relations department, has resigned from that position to head her own public relations organization with offices located at 200 Fifth Ave., New York. Miss Millard will direct an expanded public relations program for the Toy Manufacturers of U. S. A., New York.

At Deadline ...

WDAS, WTMV TRANSFERS AMONG FOUR APPROVALS

SALES of WDAS Philadelphia (1400 kc, 250 w) for $485,000 and WTMV E. St. Louis (1490 kc, 250 w) for $320,000 were among four transfers approved by FCC and announced Friday.

WDAS, owned equally by President Alexander W. Dannenbaum and Cecile L. Naumburg, goes to William Goldman Theatres, Philadelphia theatre operators, wholly owned by Mr. Goldman [BROADCASTING, March 3].

WTMV is sold by Myles H. Johns and members of his family (owners also of WOSH Oshkosh) to Evansville on the Air Inc. [BROADCASTING, Oct. 7, 1946]. Evansville on the Air is licensee of WGBF and WMLL (FM) Evansville and operated WEOA Evansville until its sale to WFBM Indianapolis for $200,000 late last year under duopoly regulation. Comrs. Clifford J. Durr and Rosel H. Hyde voted against approval, insisting FCC should go through with hearing previously ordered.

FCC also approved assignment of CP for WJXM Florence, S. C. (970 kc, 5 kw, day) from Eugene E. Stone to Atlantic Broadcasting Co., which Mr. Stone heads and controls (50.2%). New stockholders: Herman A. Smith Jr., gas and oil company owner, 27.09%; Paul H. Benson Jr., veteran 22.71%. Consideration: $27,600. Fourth change was involuntary transfer of control of WPAB Ponce, P. R. (1370 kc, 1 kw) to Inocencia Bigay Vda. Soltero, administratrix of estate of Miguel Soltero Palermo. No money involved.

McCLURE HEADS ATS

DON McCLURE, television director of N. W. Ayer & Son, New York, elected president of American Television Society at final New York meeting of 1946-47. Herbert E. Taylor Jr., Allen B. Du Mont Labs., elected vice president; Dian Dincin, of Louis de Rochemont, secretary; Archibald U. Braunfeld, CPA, treasurer. Directors are: George T. Shupert, Television Productions, past president; Charles A. Alicoate, advance television picture service; Charles J. Durban, U. S. Rubber Co.; Jack Levine, program producer; Paul Mowrey, ABC; Edward Sobol, ABC; Edward Stasheff, WNYE New York.

WOKO DENIED PLEA

FCC announced Friday it had denied WOKO Albany's latest plea for reorganization and continued operation [BROADCASTING, May 5], leaving station still facing deletion Aug. 31 for concealment of ownership. Plea was for modification of deletion order and permission to show Harold E. Smith, found by FCC to have aided in concealment of 24% interest of ex-Radio Commissioner Sam Pickard, selling his 255 shares for $160,000 and resigning as general manager.

WICHITA DAY GRANT

WICHITA BEACON Broadcasting Co., conditional FM grantee and previously denied AM facilities, granted 500 w daytime on 1420 kc FCC reported Friday.

EUGENE S. THOMAS, sales manager of WOR New York, reelected president of Advertising Club of New York.

M. C. GETS HIGHER SALARY THAN PALEY, STANTON

HIGHEST salary at CBS in 1946 paid to John Reed King, program m.c., who received $107,667, according to CBS report filed with Securities & Exchange Commission. Next highest salary paid to President Frank Stanton, $94,091, with William S. Paley, chairman of board, receiving $65,000. Salary figures do not include dividends. Report shows CBS paid C. E. Hooper Inc. $84,961 last year, A. C. Nielson Co. $59,659.

TUBE OUTPUT UP

MARCH tube production totaled 19,048,950, RMA announced Friday, up from 18,295,955 in February. March total consisted of: New set, 13,195,195; replacement, 3,761,598; export, 2,069,589; Government, 22,568. First quarter output totaled 57,548,414 as follows: New set, 38,741,522; replacement, 13,652,579; export, 5,040,198; Government, 114,115.

AFM BOOST 'IN LINE'

RICHARD DOHERTY, NAB Employe-Employer Relations Department director, said at Area D meeting Friday that in his opinion 20% increase won by New York AFM Local 802 is "in line" with raises of other unions. Mr. Doherty said increase will have no direct effect on individual stations at local levels (see story page 15).

Hearing

(*Continued from page 4*)

grants on their channels, fact that many such applications remain, and stay order in WCKY-Stanton case.

CCBS had requested year's investigation of daytime skywave characteristics [BROADCASTING, March 3]. This, Commission did not grant. It did, however, make CBS party to hearing; and provided for others to participate if they signify intent by May 26.

Mutual will "observe" at hearing, represented by Esterly C. Page, MBS consultant in Washington, and Earl Johnson, MBS director of engineering.

Commission promised decision "as soon as possible after the proceeding is closed so that the processing of such applications [those requesting daytime or limited-time use of 1-A's and 1-B's] may be resumed" soon as possible.

Meantime, Court of Appeals for D. C. was asked to issue stay orders stopping effectiveness of grants for four daytime clear-channel stations—two of which already are operating. Petitions, filed by dominant stations on clears involved, relied on WCKY-Stanton stay order for precedent:

WSM Nashville requested stay orders against WJSW Altoona, Pa. (650 kc, 250 w) and WSVS Crewe, Va. (650 kc, 1 kw). WJR Detroit, against grant to Southeastern Broadcasting Co., Clanton, Ala. (760 kc, 500 w). WGN Chicago, against permit to Radio Virginia Inc., Richmond (WFFV, 720 kc, 1 kw). WJSW and WSVS now operating but haven't received final licenses. Stay-order petitions were filed by Kelley E. Griffith of Kirkland, Fleming, Green, Martin & Ellis, Washington counsel for clear stations involved.

NAB AREA ENDORSES RENEWAL OF BMB CONTRACTS

NAB AREA D went on record at meeting's closing session Friday as endorsing renewal of BMB contracts. Other resolutions urged: FCC abolition of Mayflower decision; securing of editorial freedom; national study of licensed music, renewal of BMI contracts; that clearance "at source" of music copyrights be extended to all licensee organizations; study of remote fees levied by tax-supported colleges and public schools; opposition to payment of 2% cash agency discount; endorsement of Carl Havelin's appointment as BMI president; vote of thanks to Leslie C. Johnson, retiring District 9 director (early story page 20).

Judge Justin Miller, NAB president, lashed back at radio's critics, said much of criticism is due to their own misunderstanding and ignorance.

Closed Circuit

(*Continued from page 4*)

schedule less than four months later indicating 1,250,000 units. Good news on transmitter front, too, with production line output of 10 kw units indicated within two months by leading manufacturers.

NAB BOARD at its meeting in Washington May 21-22 will consider proposed change in bylaws which would provide board membership of representatives of FM and of television. Latter, however, contingent upon merger of Television Broadcasters Assn. with NAB. FM Broadcasters Inc. merged with NAB over year ago but FM Assn., as exploitation organization, sprang into being.

CBS CHAIRMAN William S. Paley, who has vigorously espoused cleanup of program and commercial practices from within, may make his first public appearance since his thumping speech at NAB's annual convention last October in Chicago. He has been invited to address New York's Radio Executives Club within next fortnight by its president, Bob Swezey, MBS vice president and general manager.

NATION'S NEWEST 10,000 w station—WRWR Albany—may break all records for big station installation from scratch. Stephen R. Rintoul, president and principal stockholder, who received grant May 1, is shooting for operation by Armistice Day. Station to operate on 850 kc directionally.

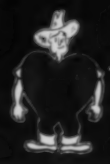
RECENT stroke suffered by Ed L. Hayek, owner KATE Albert Lea, Minn., which prompted him to resign as director of NAB District 11, May 7 (Minn., N. D., Mich. in part, eastern S. D., Wis. in part), may also mean his retirement from radio. Stroke is second suffered by veteran broadcaster in two years.

C. T. (Swanee) HAGMAN, recently resigned general manager of ABC Central Division, Chicago, will shortly become general manager of new station licensed to family of Mayo Bros. in Rochester, Minn.

MILLION-WATT transmitter (input) sought by Russia to beam propaganda into Southern California from Vladivostok on standard broadcast band. Understood Soviet wants U. S. equipment. State Dept. said to be apprised of project, part of propaganda campaign involving vast broadcasting system.

FARM SERVICE...

Broadcasting has brought countless blessings to the farm homes of America. Not the least of these is knowledge that helps farmers grow better crops, breed better stock. To do that job for KMBC's huge rural audiences, Phil Evans, nationally known agricultural authority who directs KMBC's farming operations, three times daily reports on experiences at the KMBC Service Farms — more than 500 acres of scientific, purebred farming. Thus KMBC takes the lead in meeting its responsibility to the farmers in the Heart of America.



— KMBC *of Kansas City*